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AMERICAN BUILDER

MARCH, 1945
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WORLD'S GREATEST BUILDING PAPER



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Successful Building Contractors Know . . .

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- the long, tough interlocking cane fibres give these boards great strength and insulating value.
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Today, Celotex continues its leadership by offering you a complete line of building products under one famous name that new-home prospects accept in full confidence. Meanwhile, Celotex maintains its high quality standards by continuing research and steady improvements in manufacture. Use Celotex Products. See your Celotex Dealer.

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AVAILABLE NOW!

CELOTEX ROCK-WOOL BATTS FOR HOME INSULATION

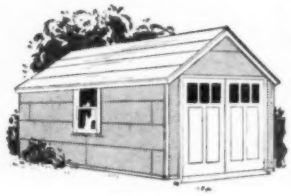


It's never too late to insulate homes—both for fuel savings now and for greater summer comfort later. Celotex Rock Wool Batts provide insulation of proved efficiency at moderate cost—but with fine profits to you. They are fireproof and come in full stud thickness. Can be applied between attic floor joists or between the rafters. Celotex Rock Wool is also available for "blow-in" application. Easier FHA financing is available to your prospects.

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BUILDING PRODUCTS

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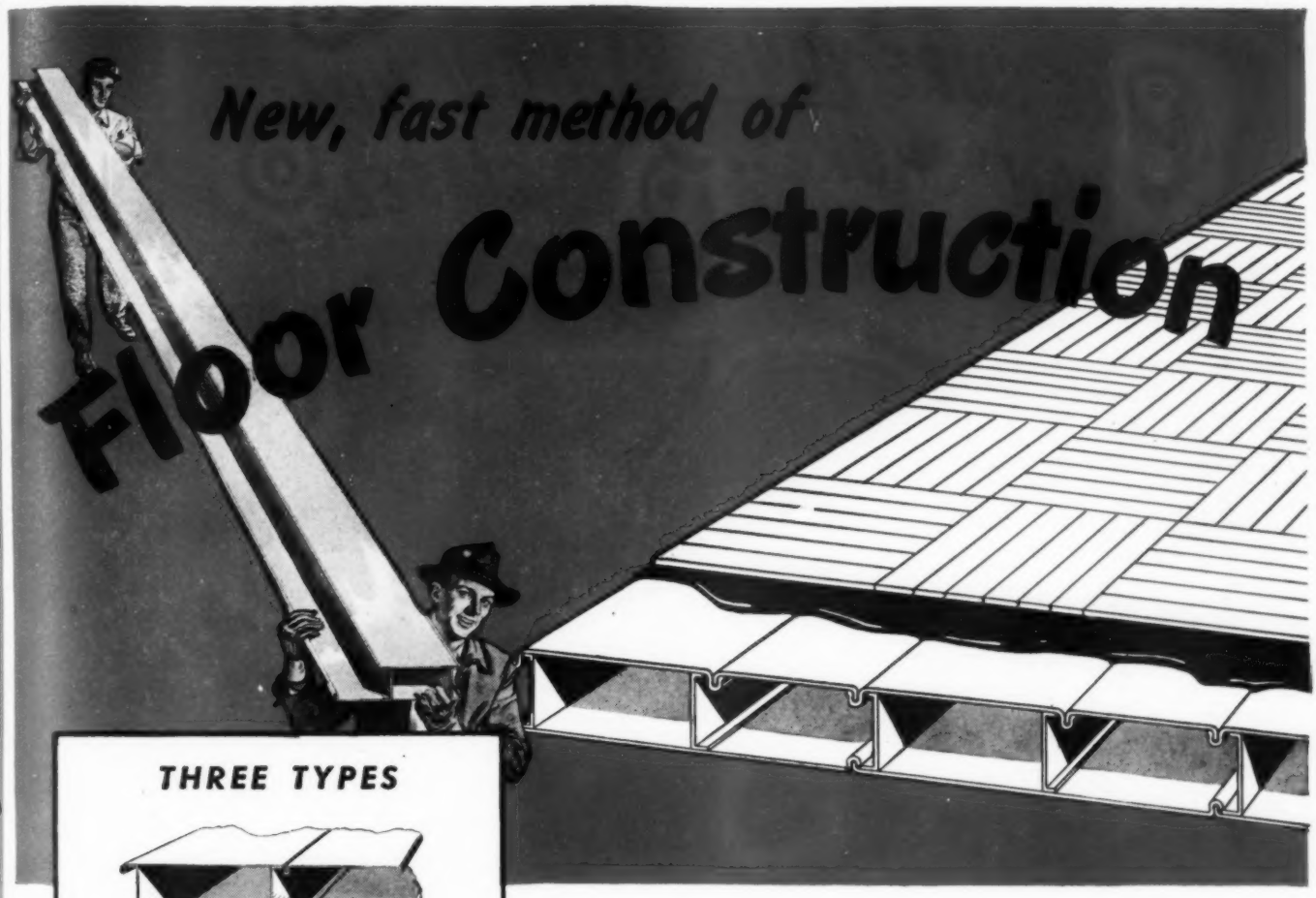
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Celo-Rok Sheathing — Flexcell Expansion Joint

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

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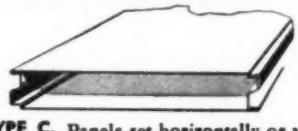


THREE TYPES

TYPE A. Two channels with top and bottom plate which, with service cover, form a two-cell box beam shape when interlocked with adjacent section. 16″ width, 3″ to 9″ depth elements of sections in combinations of 18 to 10 gage.



TYPE. B. One flat surface and two channel-type ribs. Flat side up or down, inside or outside. 16″ width, depth 3″ to 9″ elements of sections in combinations of 18 to 10 gage. As with Type A, permits easy application of wood, concrete or other materials for floors, walls or roofs.



TYPE C. Panels set horizontally or vertically for walls. Normally filled with insulation at the factory. Corrosion-resistant metal can be used for outside sheet. Walls can be covered, inside or outside. 2″ and 3″ depth, 16″ width. Gages vary according to application requirements. Readily framed for windows.

The illustration above shows a way to build floors with new speed and economy. It employs the "Type A" Fenestra Building Panel as the main structural element, with the upper surface covered with a cemented-down, wood-finished floor . . . the under surface left exposed as a painted paneled ceiling.

Fenestra Panels permit great savings in field labor. Panels are interlocked. Type A panels have an open channel in which service facilities can be laid speedily. Then the service cover is interlocked into place.

The three types of Fenestra Building Panels shown at the left provide—with their many possible variations of length and gage—great flexibility of building design. Further information will be found in Sweet's Architectural File for 1945. In the meantime, mail the coupon for our descriptive folder.

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It may surprise you to learn that the extra cost of such a chimney amounts to only about $16 for the average 7-room house! And burning Bituminous Coal can save enough money to pay a good slice of your taxes or interest. No wonder 4 out of every 7 homes in the U. S. heat with Bituminous Coal!

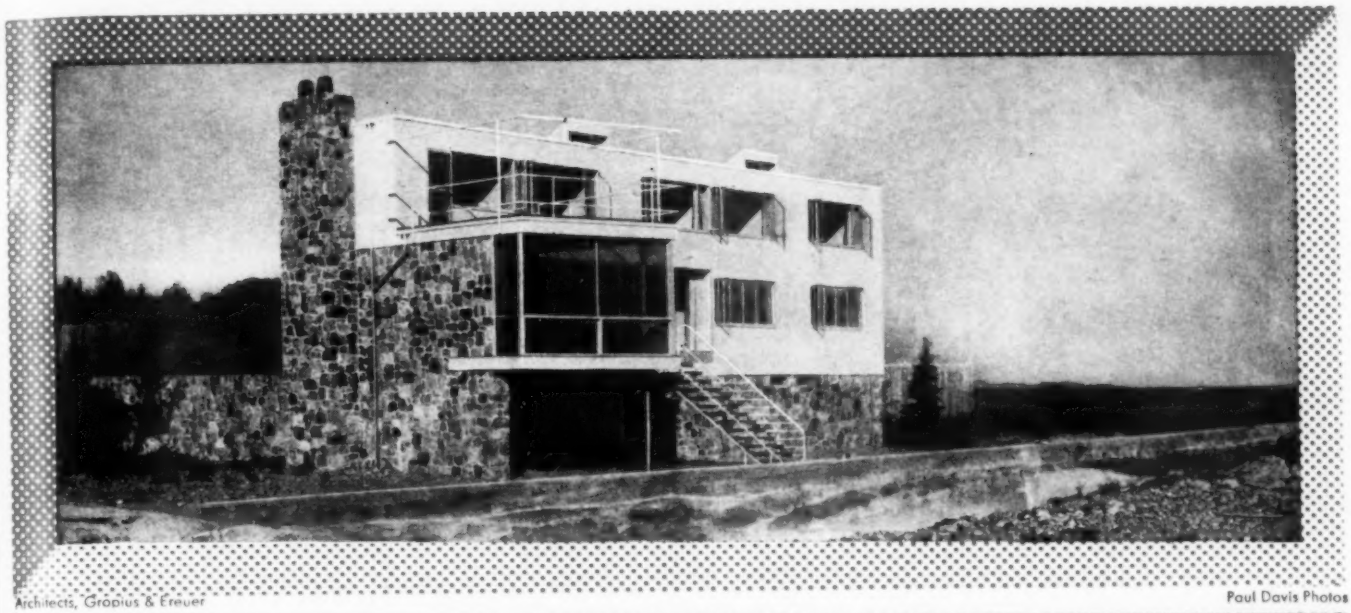
Your architect or builder will tell you that a chimney adequate for burning Bituminous Coal is also efficient for any other fuel you ever might choose. Talk it over with him—it will pay you to do so!



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(This is one of a series of advertisements now appearing in home-makers' magazines)



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P.S. According to surveys made among test-groups of TIME families in seven large cities, 180,000 TIME families are *already* planning to build; 109,000 more, to remodel!

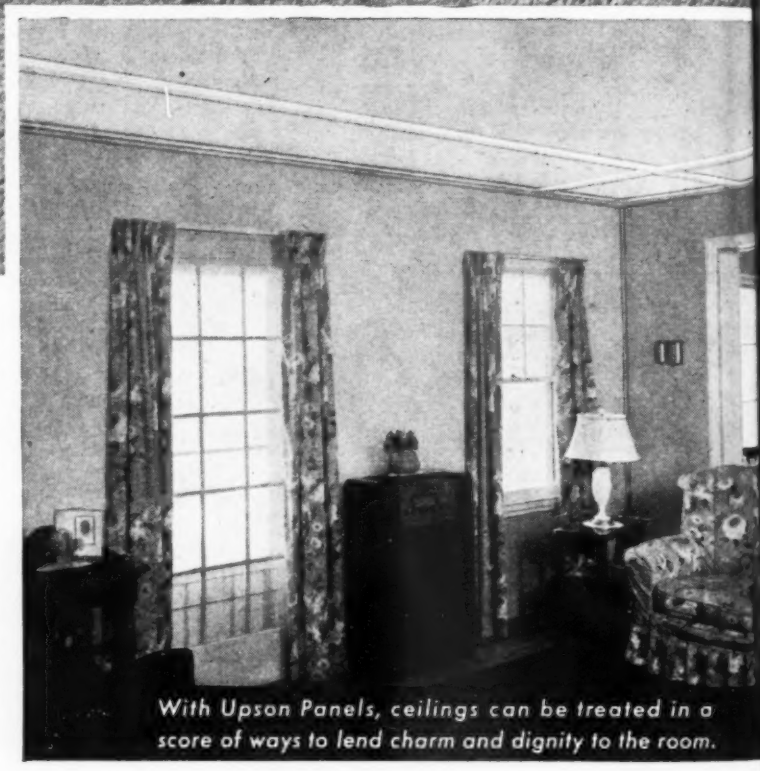
TIME

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One home owner in every four says cracked plaster needs attention



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THESE FIGURES are not ours. They were revealed in a nation-wide survey made by the Reader-Consumer Panel of American Home Magazine.

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LETTERS

To the Editor

From the Philippines

To the Editor: Keeping up on "what's what" in the building industry has given me little trouble, thanks to your splendid articles in *American Builder.*

My copies, sent to me each month by father (Reichert & Juel, Gen. Contractors, Waterloo, Iowa) have kept me sufficiently informed on the latest developments, requirements, restrictions, interpretations, etc.

I feel that when we get home I can take up where we left off with a reasonable amount of intelligence into the post-war era.—M. REICHERT, F.P.O., San Francisco, Calif.

Resents rash

To the Editor: As an architect and member of the industry for nearly 35 years and with considerable knowledge of its difficulties and admitted lack of automobile line production methods, but also with full knowledge of the sincere efforts of architects, contractors, builders and manufacturers, and producers to reduce costs, I resent the "rash of newspaper stories" promoted by N.H.A.'s publicity experts, and agree thoroughly with you that what N.H.A. lacks is a realistic knowledge of basic conditions—or do they? Depends on their bureaucratic motives.—GEORGE J. HAAS, A.I.A., Great Lakes Steel Corp., Miami, Florida.

Reprint popular

To the Editor: May I take this opportunity to congratulate you on the special reprint from the Chicago convention issue featuring the prize winning designs for the National Association of Home Builders. That was a splendid idea and just the sort of thing that we would expect you and your associates to produce.—L. C. HART, Johns-Manville Sales Corporation, New York, N.Y.

Those 14 layers

To the Editor: How does National Housing Agency arrive at 14 individual layers in the exterior wall of a modern frame house?

We are continually studying various construction methods with a view of simplifying and standardizing the various parts and supplying the material prefitted and partly assembled as far as it is practical to do so.

Completely set up material such as cabinets, stair work, and other parts would save time on the job, but the cost of crating and shipping, with a consequent danger of damage in transit, more than offsets these savings.

Many old abuses which crept into the various millwork items are gradually eliminated. For example the Colonial door had been made in about 50 different layouts, and an effort is now being made to get all manufacturers to standardize on one so that regardless of where a jobber buys his material his stock will always match up.—C. A. IHRCKE, Farley & Loetscher Mfg. Co., Dubuque, Iowa.

For next few years

To the Editor: Your last number has just come into my hands and I'm confident this is just the publication I'm going to need for the next few years. I'm convinced its contribution will be invaluable.—M. ORR, McMinnville, Ohio.

(Continued to page 136)

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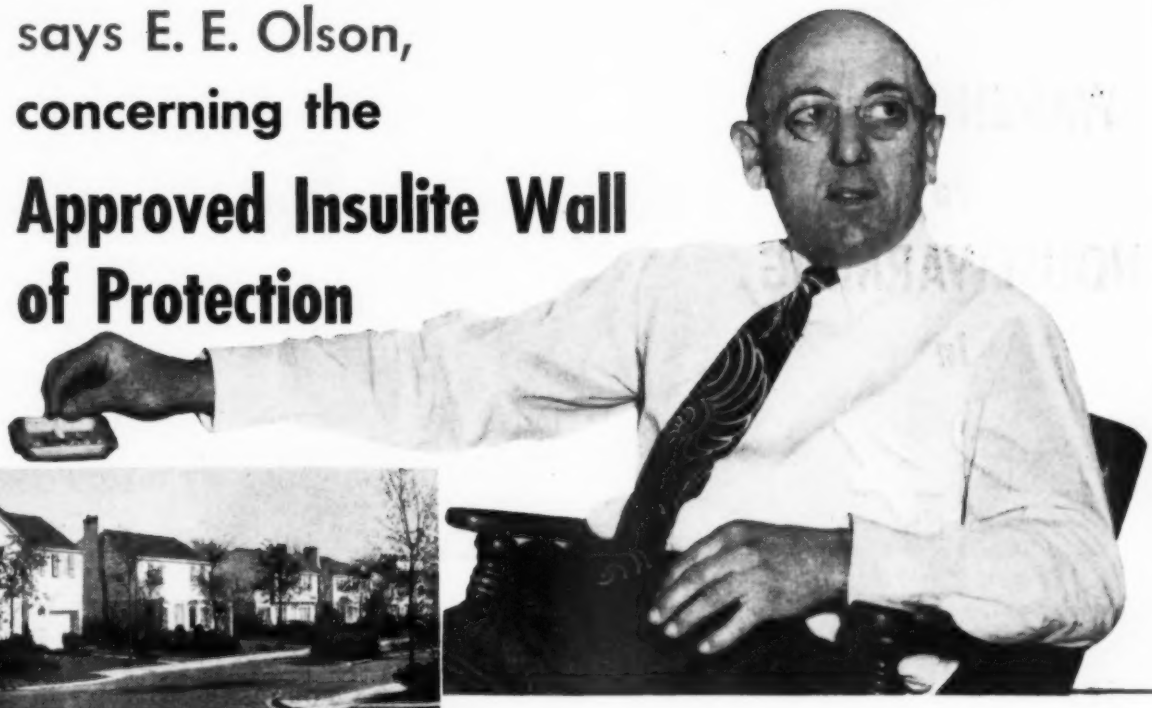
ONE OUT OF EVERY THREE TRUCKS IS A CHEVROLET

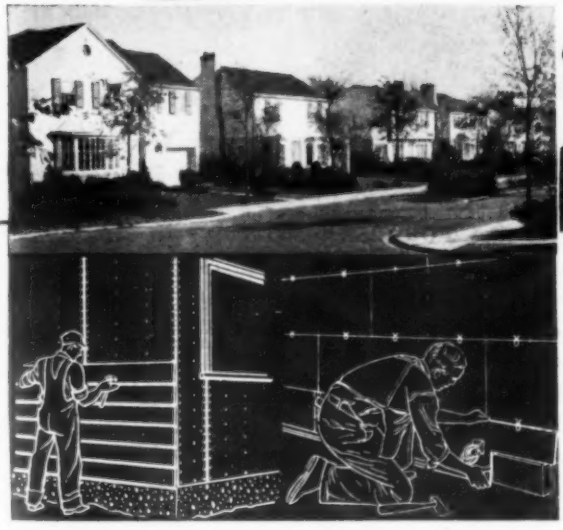
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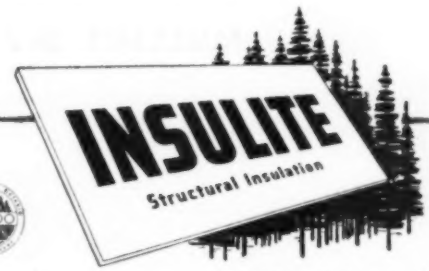
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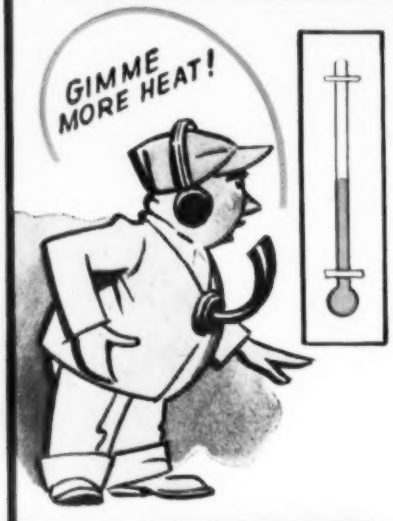
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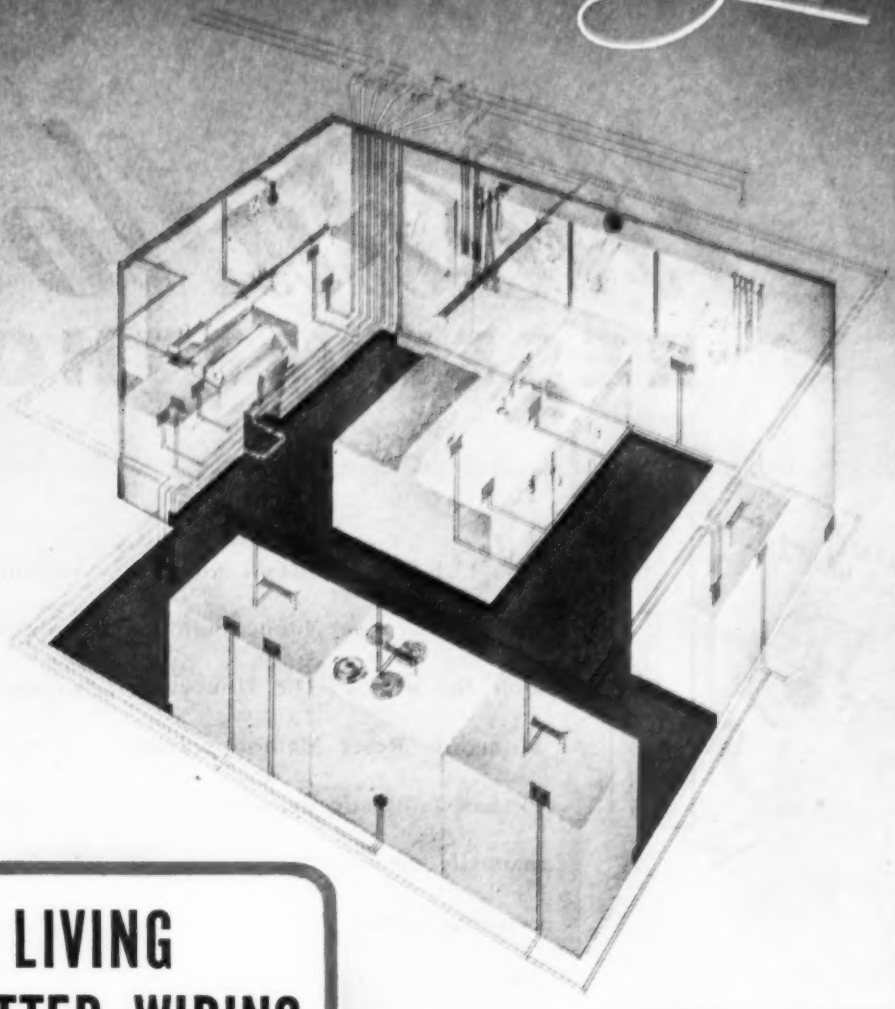
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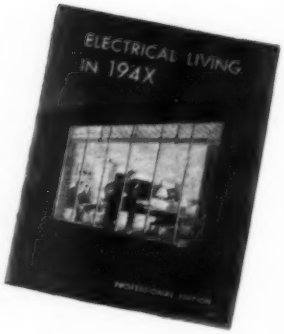
This perspective of a combination kitchen-laundry shows the extent to which electrical servants will be used in tomorrow's homes. It also indicates the better wiring needed to provide ample current for these servants.

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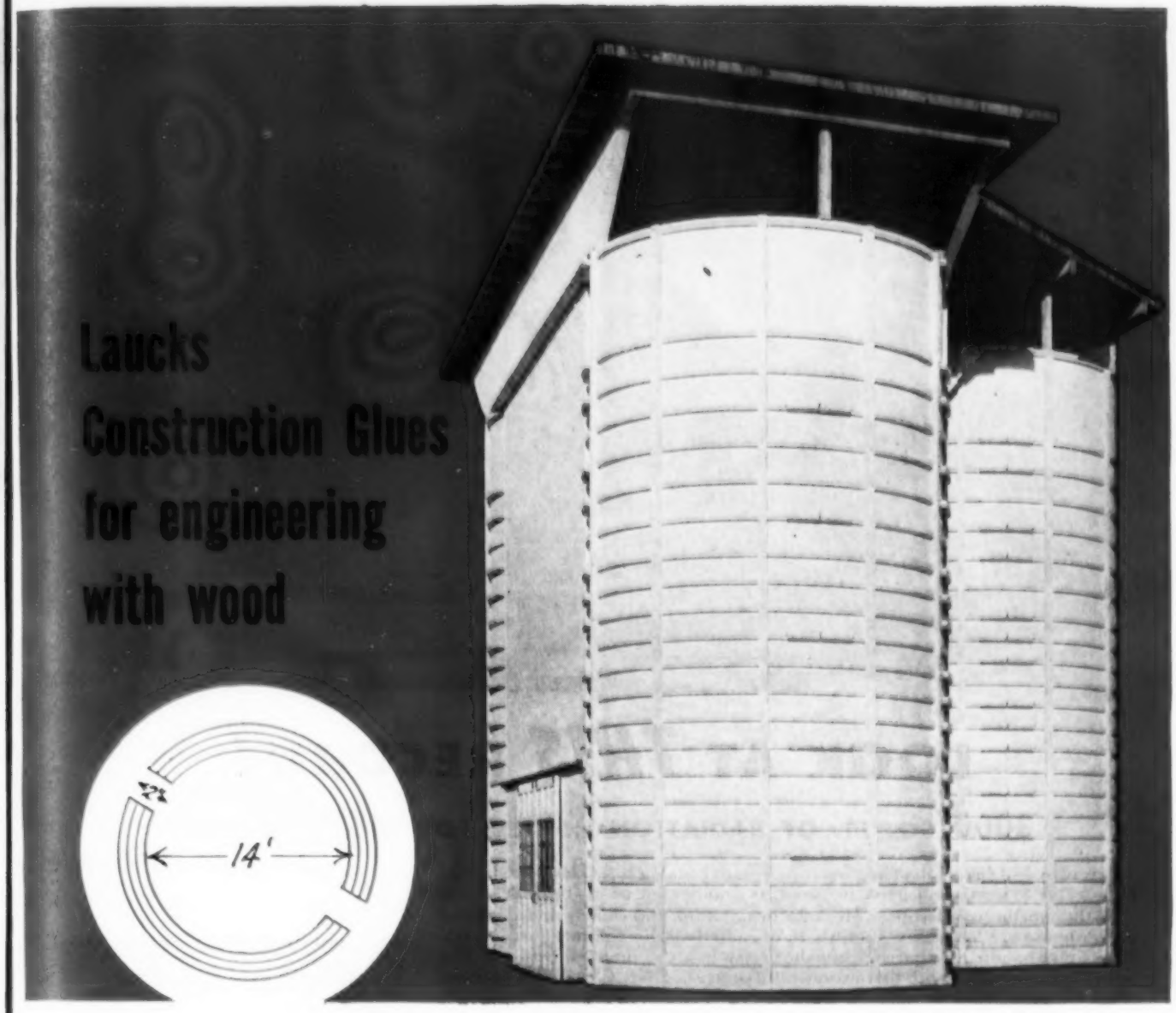
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In Canada
Lauck, Ltd.: Vancouver, B.C., Stanbridge, Que.



LOOK AT *THIS* RECORD!

3000 SQ. FT. OF RADIATION HEATED FOR $480 PER YEAR

The way to do a *better* job of heating *cheaper* is to install a B & G Monoflo Forced Hot Water System—and here, in proof, is another bit of air-tight evidence:

In this northern Wisconsin Monoflo installation, the church and detached parish house are heated by 3006 sq. ft. of radiation, divided into three zones. Two zones handle the church, while the parish house is on the third zone. The boiler is stoker-fired, with thermostatically controlled B & G Boosters keeping room temperature at the desired degree.

At only $480 per year for heating the buildings seven days a week, the operating cost of this system is amazingly low!

The economy of forced hot water heating is perfectly understandable when operating principles are examined. The most common cause of high heating cost is inability to closely control the heat supply. B & G Forced Hot Water Heating, because of its ability to *automatically and continuously* balance the heat output with the heat loss, never wastes fuel by delivering unwanted heat.

B & G Equipment now available for modernization

Any steam or hot water system can be quickly converted to B & G Forced Hot Water Heating. Materials have been released—a huge market is waiting. Get in now on this profit opportunity.



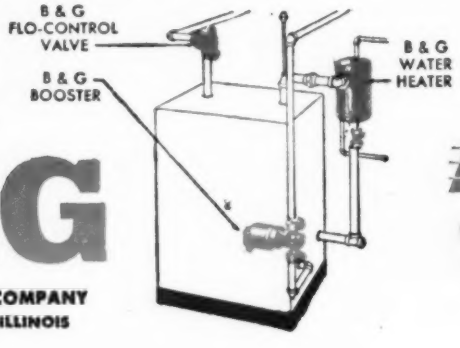
HOT WATER EVERY HOUR OF THE DAY . . . WINTER AND SUMMER

This is a plus value of B & G Forced Hot Water Heating! A B & G Water Heater, installed on the same boiler that heats the house, furnishes a virtually limitless supply of hot water for all household uses. Not only in winter, but in summer as well—and at insignificant cost.



Better heating for the small home

This attractive residence is equipped with a B & G Monoflo Forced Hot Water Heating System, selected for its ability to provide luxurious comfort at low cost. The house is one unit of a complete village development on Long Island, New York.



I.C.I.

B&G

BELL & GOSSETT COMPANY
MORTON GROVE, ILLINOIS

MONOFLO
TRIPLE DUTY SYSTEM

"Uniform Good Results"

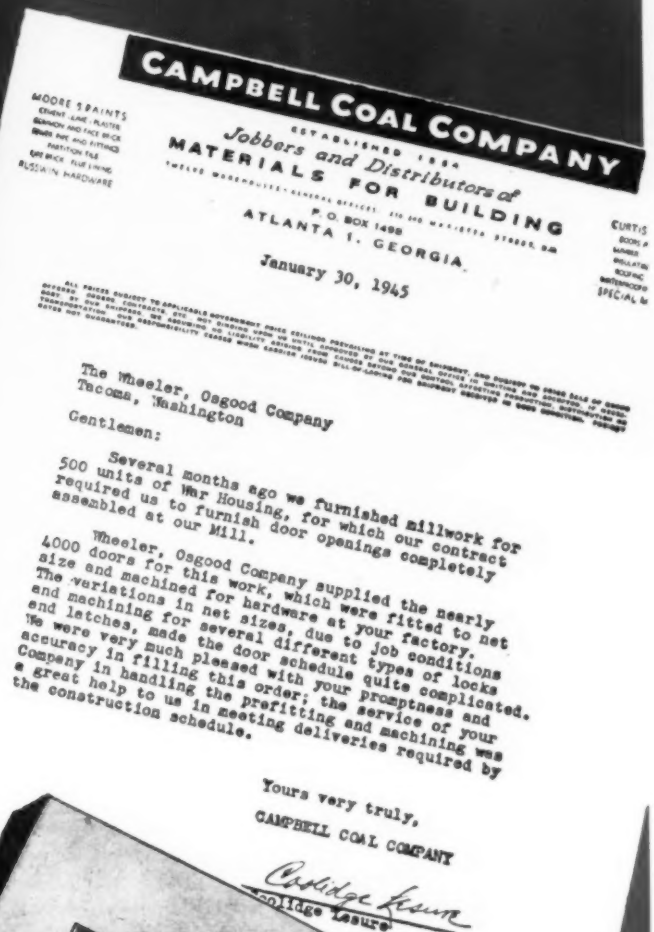
because

WHEELER OSGOOD

Tru-sized DOORS

Reg. U. S. Pat. Off.

ARE COMPLETELY MANUFACTURED READY TO INSTALL!


CAMPBELL COAL COMPANY

Jobbers and Distributors of MATERIALS FOR BUILDING

P. O. BOX 1499
ATLANTA 1, GEORGIA

January 30, 1945

The Wheeler, Osgood Company
Tacoma, Washington

Gentlemen:

Several months ago we furnished millwork for 500 units of War Housing, for which our contract required us to furnish door openings completely assembled at our Mill.

Wheeler, Osgood Company supplied the nearly 4000 doors for this work, which were fitted to net size and machined for hardware at your factory. The variations in net sizes, due to job conditions and machining for several different types of locks and latches, made the door schedule quite complicated. We were very much pleased with your promptness and accuracy in filling this order; the service of your Company in handling the prefitting and machining was a great help to us in meeting deliveries required by the construction schedule.

Yours very truly,
CAMPBELL COAL COMPANY

Coolidge Kesum

Coolidge Kesum

America's leading builders are depending more and more on Tru-Sized doors to insure efficiency, uniform good results, and economy of time and money, on all kinds of construction projects. Tru-Sized doors are uniform in quality and modern in design. They are precision-made to exact book opening and fit perfectly any jamb that is plumb and square.

Tru-Sized doors are a product of America's largest door manufacturer—designed by engineering wood-craftsmen to help carpenters and builders do a better job than ever before.



The Wheeler, Osgood Company, Dept. 7-26
Tacoma 1, Washington.

Please send me free literature and detailed guide sheet for ordering Tru-Sized Doors.

Name_____

Firm_____

Address_____

City_____ State_____



2 OUT OF 3 Postwar Homes

WILL BE BUILT OR BOUGHT BY FAMILIES WITH CHILDREN

2/3 of the postwar homes will be built or bought by America's Biggest Home-Building Market—families with children. This fact was established by a recent nationwide survey made by the War Production Board Office of Civilian Requirements.

Parents will be America's biggest, most active and keenly interested market in the home building field of tomorrow!

And PARENTS' MAGAZINE is the only major publication whose growing circulation is concentrated exclusively in this vastly promising consumer group—America's Biggest Home-Building Market. For more than 18 years it has strongly influenced the pattern-of-living of America's outstanding parents—and the upbringing of their children.

PARENTS' MAGAZINE's 725,000 readers depend on its monthly counsel to help shape their postwar housing plans. Month after month, it devotes more editorial space to BUILDING than any other women's, general or weekly magazine. That is how PARENTS' MAGAZINE creates a receptive preconditioned readership for your services and products. You can reach this important audience in the pages of PARENTS' MAGAZINE every month.

Advertise to America's Biggest Home Building Market!

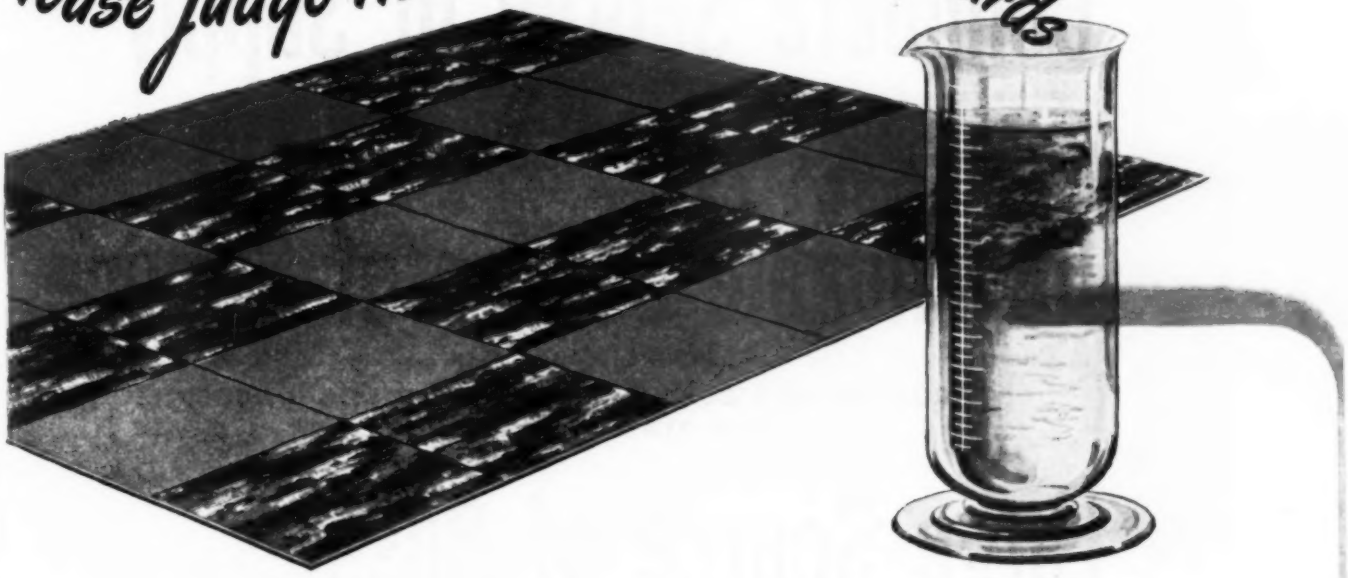


PARENTS' MAGAZINE

52 VANDERBILT AVENUE, NEW YORK 17, N. Y.

CHICAGO • BOSTON • ATLANTA • SAN FRANCISCO

Please judge floors by "TEST TUBE" standards



Some things you can see with the naked eye. You can *see* the sparkling beauty of Kentile floors. Kentile is laid tile by tile and you normally combine 15 tile sizes, each one available in 44 colors. Even within the limited range of wartime colors and sizes the possibilities are marvelous. You can also *see* that the colors go through to the back—can't rub off. You can *see* that alterations are always possible tile by tile without disturbing the rest of the floor. And you can *see* how Kentile wears by observing the floors in Rockefeller Center, the Pentagon Building or Woolworth, A & P and Walgreen stores. Their maintenance men will tell you, too, how quickly anyone can clean Kentile floors by simple mopping. But we say "Please ask about the *unseen* factors." We can list below only a few "test tube" standards for floors. To be really informed, write for the Kentile catalogue. It's sent without obligating you any way, shows the Kentile color range and some pattern possibilities, and tells you the standards that determine maximum durability, usability, beauty and economy. Write David E. Kennedy, Inc., 61 Second Ave., Brooklyn 15, N. Y.

Kentile is so alkali and moisture resistant it can be laid right on concrete in direct contact with earth and below grade.

Kentile eliminates grease problems because in areas where oils or fats fall you can use matching GREASEPROOF Kentile.

Kentile bears 1000 lb. rolling loads without denting or cracking.

Kentile edges are micromatic square so that the tiles are seal-set together—an absolutely firm, bonded floor covering.

Kentile colors are structurally component parts of the tiles through and through to the back—can't "wear off."

And . . . Kentile invites "price testing" too. You won't find any durable floor that costs less.



1 Complete Source of Supply

TRUSCON IS THE WORLD'S LARGEST PEACETIME MANUFACTURER OF STEEL BUILDING PRODUCTS

Dependable Source of Service

TRUSCON HAS CONVENIENT WAREHOUSE BRANCHES AND DEALERS EVERYWHERE

Large Source of Business

TRUSCON EXPERIENCE AND PRODUCTS WILL HELP MEET CONSTRUCTION REQUIREMENTS

Concentrate all your purchases and dealings with one dependable source of steel building products —line up with Truscon building products for your greatest opportunity to develop building business in the postwar market. There will be great and widely varied building activity, and this complete Truscon line of steel building products, available through our many Dealers and warehouses, will help you meet its requirements.

The Truscon items noted "available now" can be secured in limited quantities. As quickly as our war production schedules permit, we will supply additional products, and ultimately the entire line. Start your postwar planning with Truscon Steel Building Products now!

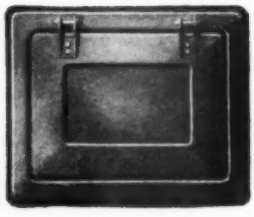
TRUSCON SWING AND SLIDE DOORS



Truscon swing and slide doors are adaptable for use in basements, rear entrances, boiler rooms, fire exits and similar places in residences, hotels, apartments, schools, churches, shops, warehouses, factories, filling stations and stores. They are durably made for heavy usage. Swing Type Doors can be furnished with heavily reinforced pressed steel door frames, prepared for standard hardware.

Not Available Now

TRUSCON COAL CHUTE DOORS

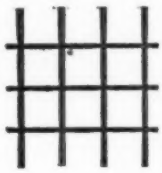


"Break-proof," weathertight and thief-proof. No castings used. Door and frame made entirely of heavy pressed steel. Truscon Coal Chute Doors are complete with positive spring latch, slotted hinges, and formed lugs. Two sizes.

Not Available Now

TRUSCON STEEL

TRUSCON STEEL BUILDING MATERIALS



Welded Steel Fabric

Truscon Welded Steel Fabric is made in various sizes for concrete reinforcing in all types of structures, and highways. Each joint is electrically-welded for permanence.

Available Now



Reinforcing Bars

Truscon Steel Reinforcing Bars for concrete are special rolled sections of high grade steel, with a series of cross ribs so designed as to secure maximum grip on the concrete.

Available Now



Formed Steel Lintels

Truscon Formed Steel Lintel design includes continuous horizontal ribs which greatly increase the strength of the heavy gauge steel.

Available Now

TRUSCON RESIDENTIAL STEEL WINDOWS



Truscon Residence Casements

Made in a wide range of types and sizes, to meet practically every requirement for distinctive window designs and arrangements. They incorporate all the latest advantages of construction and easy operation. Bonderized, and baked-on priming coat of paint.

Not Available Now



Storm Sash and Screens

Standardized low cost combination storm sash and screens for Truscon residential windows. Storm sash comes in two panels to permit easy installation or removal. Lower panel can be opened for controlled ventilation. Screen is interchangeable with lower panel for summer use.

Not Available Now



Truscon Residential Double-Hung Windows

Galvanized and bonderized steel with a baked-on priming coat of paint, guaranteed spring balances, factory installed weatherstripping, and attractive hardware. Shipped assembled and adjusted.

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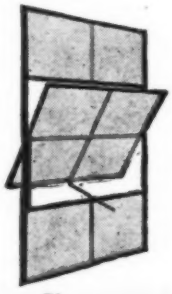
TRUSCON BASEMENT WINDOWS



Made of heavy, hot-rolled sections. Bonderized. Baked-on priming coat of paint. Easy operation. Weather-tightness assured by continuous double contact around entire window. Windows open in. Furnished complete with all hardware. Steel frame screens will also be available.

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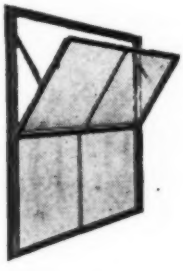
TRUSCON COMMERCIAL STEEL WINDOWS



Truscon Pivoted Windows

Adaptable to all types of industrial and similar buildings. Easy to open and close. Come in a wide range of sizes.

Not Available Now



Truscon Utility Windows

Popular for use in garages, shops, stores, basements, etc. Ventilator opens in.

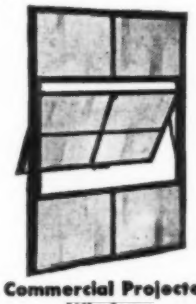
Not Available Now



Security Windows

For store buildings, warehouses and types of buildings where adequate ventilation and protection are factors.

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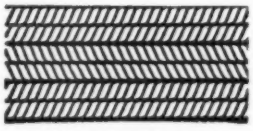


Commercial Projected Windows

Used widely in buildings where appearance, shading and screening convenience, and low cost are required.

Not Available Now

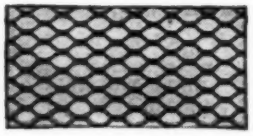
TRUSCON METAL LATH AND ACCESSORIES



Truscon Doublemesh Herringbone Lath

A plaster saving lath, designed for a perfect mechanical bond. Sheets are unusually rigid, allowing wider spacing of supports.

Available Now



Truscon Diamond Lath

A flat lath, uniformly expanded throughout the entire sheet. Its use is almost universal. Adaptable for practically all classes of work.

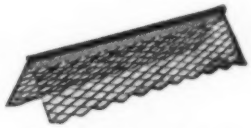
Available Now



Truscon Rib Lath

A ⅜" and ¾" lath used for concrete reinforcing and miscellaneous fire-resistant construction.

Not Available Now



Truscon Metal Lath Accessories

Expanded corner bead illustrated. Every type of metal lath accessory available in the Truscon line.

Available Now

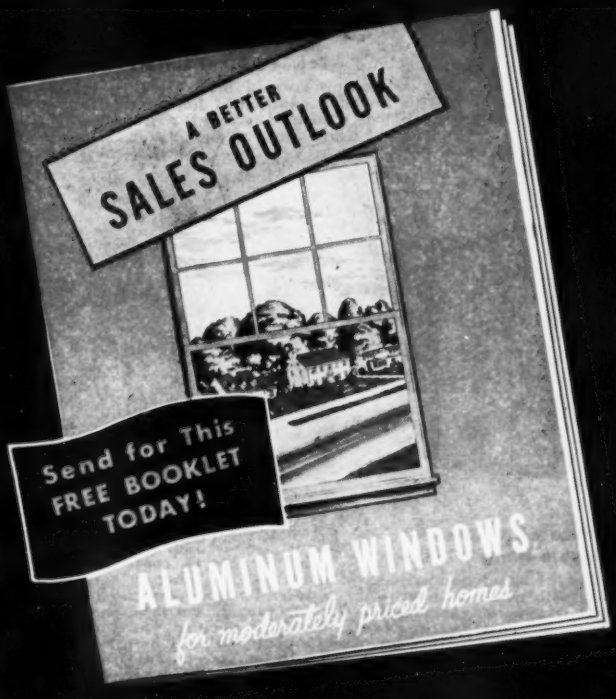
COMPANY

YOUNGSTOWN 1, OHIO

Sales Offices and Warehouses in principal cities

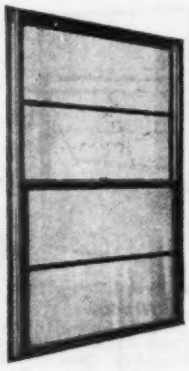
Subsidiary of Republic Steel Corporation

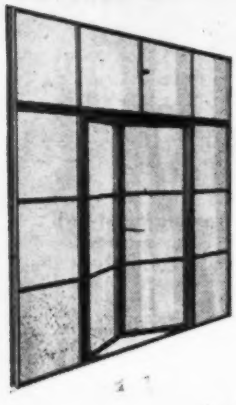
Have you heard the news?



ALUMINUM WINDOWS

will soon be available* FOR LOW-COST HOMES





IF YOU were at the National Builders Show in Chicago, you know what a sensation these new aluminum windows were. Builders from every section of the country voted them the "HIT" of the show.

To you who were unable to attend there's a real treat in store. Just think—fine quality, aluminum windows of excellent design and superior workmanship *at prices you'd expect to pay for any good window.*

These new ALWINCO aluminum windows offer both you and the home buyer many outstanding features. Most important, they add real sales appeal to any home you build. Investigate today. Write on your business letterhead for a copy of our new descriptive booklet "A Better Sales Outlook."

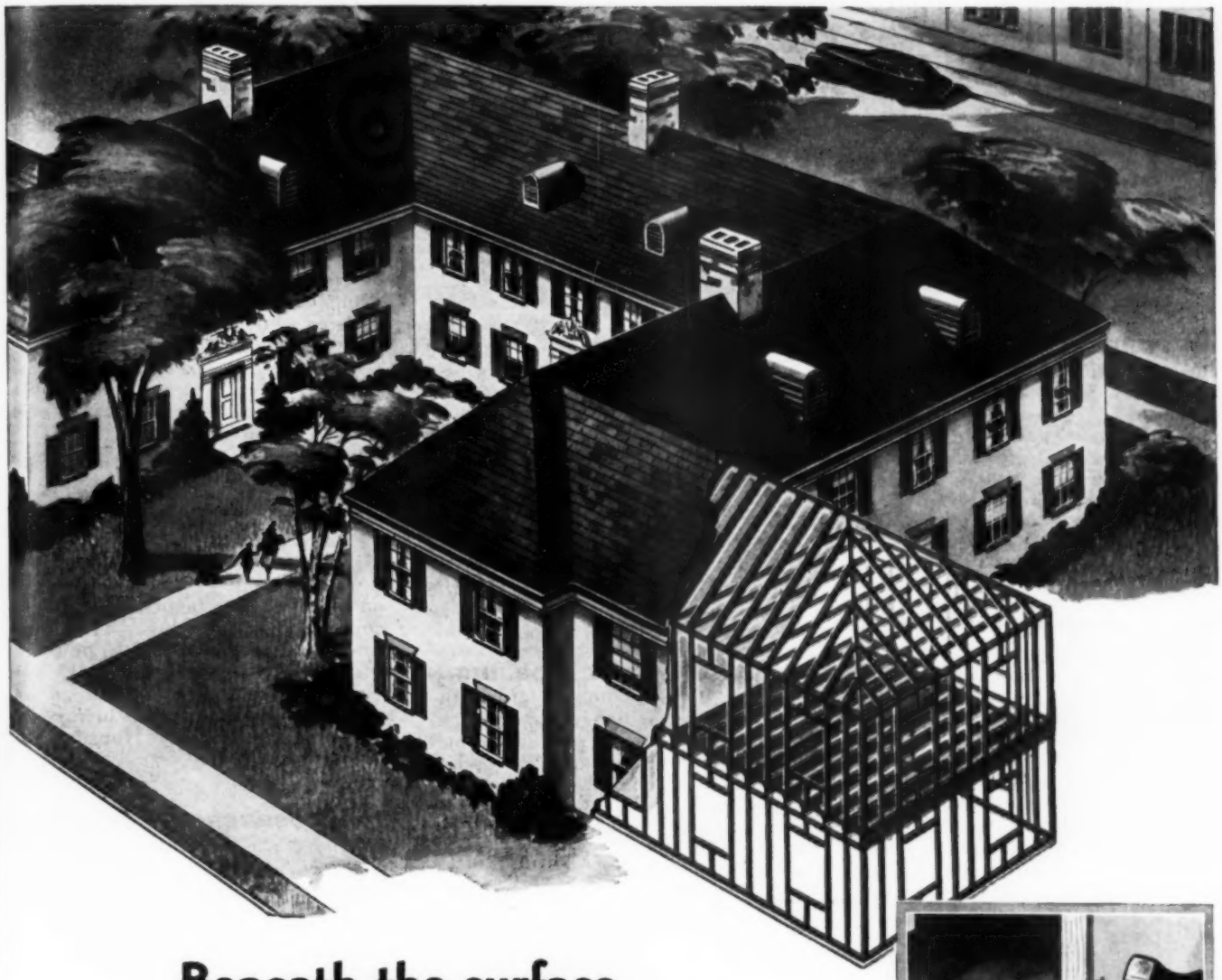
Exclusive dealerships are still open in several localities.

*Upon the lifting of Government restrictions on residential building, a complete line of these modern aluminum windows in stock sizes—9 double-hung and 8 casement—will be warehoused and distributed nationally by your regular suppliers.

THE ALUMINUM WINDOW CORPORATION

Subsidiary of General Bronze Corporation

34-21 Tenth Street Long Island City 1, N. Y.





Beneath the surface a lasting framework of steel

From the exterior, the built-in quality of this attractive terrace cannot be seen. Yet beneath the surface is a steel framework that denotes a progressive architect and builder, alert to the advantages of new materials and the sales value of permanence, fire-safety, rigidity and imperviousness to dry-rot.

These qualities—to the home builder, home buyer or investor—are as salable as grace and beauty of design. They are attainable without sacrifice of originality or economy, through the designed efficiency of standardized Stran-Steel framing systems, new and improved.

Light in weight, rust-proofed, and featuring a patented nailing groove for the simple attachment of collateral materials, Stran-Steel members provide an ideal material to work with. Architects and builders who have an eye for practical values are thinking in terms of Stran-Steel.

Think in terms of

STRAN STEEL

SERVING TODAY IN THE NAVY'S FAMOUS QUONSET HUT

GREAT LAKES STEEL CORPORATION

STRAN-STEEL DIVISION • 37TH FLOOR PENOBSCOT BUILDING

DETROIT 26, MICHIGAN

UNIT OF NATIONAL STEEL CORPORATION



News, Views and Comments

On and Off the Record

by STRUCTOR

TO FOREIGN SHORES—Serious and perplexing is the present question: how much of our scarce materials shall be sent abroad for rebuilding war-torn Europe?

Orders have already been placed for 30,000 prefab houses for England. Additional thousands are going to France. This will take an immense volume of lumber and other scarce materials.

MILLIONS OF FEET—Vast quantities of building materials are already moving abroad under lend-lease. For example, orders for 190,000,000 square feet of insulating board have been placed for the first three-quarters of 1945. Equally vast orders for asphalt roofing are being placed by British and French purchasing commissions, to be paid for by U.S. Treasury procurement. Manufacturers, well aware of the pressing need of their American customers, would decidedly prefer not to fill these orders.

GOOD REASONS, WE HOPE—There must be sound reasons for sending these vast quantities of materials abroad. The plight of our British and French Allies is bad. London alone has millions of damaged or completely destroyed homes, with thousands of people still living in subways and other temporary shelters. The prefab units to be shipped to England are temporary shelter. Still it's hard for American building men to see scarce products going abroad.

LUMBER PROBLEM—Lumber is, of course, so scarce that any that is sent abroad really hurts. Many predict that the lumber scarcity will continue for a number of years. My own observation is that when the European war ends there should be no reason why Russia, Finland, and Canada should not be able to supply foreign markets.

The United States will have plenty of trouble supplying lumber for its Pacific war. Rebuilding the Philippines alone is going to take plenty.

$18,000 CHICKEN COOP—A chap in Chicago, where they do things on a big scale, has been charged by W.P.B. with building an $18,000 home and four-car garage on a permit to remodel his chicken coop. I have long wondered how so many de luxe building projects seem to have gotten by W.P.B. Apparently W.P.B. figured this case stretched the $200 maximum just a little too far. The gent who performed this remarkable expansion feat is now liable to one year in jail or $10,000 fine or both. He has a date with the judge soon.

DEPARTMENT OF HOUSING—C.I.O.'s R. J. Thomas bearded the builders in their den, so to speak, at the recent N.A.H.B. convention and talked tough about the need for low cost and subsidized housing. He made headline news with his recommendation for a Federal Department of Housing and Community Development, to be headed by a new cabinet member.

This idea of a Department of Housing has been broached before, and has both good and bad points. On the good side, it would put housing into the national picture in a big way commensurate with the size and importance of this industry. On the bad side, it might mean putting the government still further into bureaucratic controls that are widely feared and resented.

NEW PRESIDENT—Joseph E. Merrion, N.A.H.B.'s new president, is rapidly becoming a national figure, and already is having trouble attending all the conferences, making all the speeches and seeing all the people that this job requires. Only a man with plenty of zip, which he has, could do it.

Merrion has been in the home building business in Chicago for 22 years and for 2 years was president of the Chicago Metropolitan Home Builders Association. He has four children one of whom, Ned, age 19, was wounded in France in December and is now in an Army hospital in England.

MYSTERIOUS FOUNDATIONS—At least one builder we know is an optimist. During the recent cold spell our eagle-eyed scout reported a large crew working like mad putting in foundations for some 50 houses. Whether these are H-1, H-2, or merely post-war has not been stated. It may be that they could fit in one or all of these classifications. If the green light on private construction should come next spring he will be in a nice spot to get going early.

BUILDING PUBLICITY—Never before has interest in home building been so great. The recent N.A.H.B. convention showed this. As further evidence, Sumner Rider and Paul Keister who handled N.A.H.B. publicity campaign to debunk the "miracle home" have just opened a new office in New York City under the name of Rider & Keister. They will handle various building accounts.

CONSISTENT—Dorothy Rosenman, the smart and energetic head of the National Committee on Housing, Inc., made an effective presentation before the Taft Sub-Committee on housing. She favors a permanent committee on housing. This indicates a unanimity of view point in the Rosenman household since her husband, Samuel I. Rosenman, is generally credited with being the creator of the National Housing Administration set-up.

STRATOSPHERIC PLANNERS—In one of his stimulating talks, retiring N.A.H.B. President Bob Gerholz used a phrase I think is worth repeating. "Builders will not stand idly by," he declared, "and see themselves stymied by stratospheric planners."

TOUGH ON BOXES—A well known Illinois builder I talked to recently described how he was engaged in building both war housing and ammunition boxes at the same time. The funny part about it, he told me, is that Uncle Sam is a lot tougher on box building than on home building. The lumber in boxes is far superior to that allowed in houses.

BUILDING LEADS—The building industry led all others as tops in post-war investment possibilities in a recent poll by a New York brokerage house. Railroads ranked a close second and auto industry third, but investment people put the building industry right up at the top.

CYNICAL NOTE—While driving along a Chicago highway recently we noticed a big sign on a public housing project stating that the architects were Skidmore Owings & Merrill. This happens to be the architectural firm that at the same time was designing the convention layout for the National Association of Home Builders, whose private enterprise ideas are, we trust, by now well known.

INSELBRIC

The Product That Built an Industry *Accepts the Challenge*

Only ten years ago, when INSELBRIC was first introduced to the American Public, the going was tough—many were skeptical. It required vision, courage, and perseverance to fight the long, uphill battle for trade and consumer acceptance.

But because INSELBRIC was more than just an idea or a new product—because it filled a long felt basic and essential need, it has grown in popularity until today it has earned an enviable position in the building material field.

INSELBRIC is truly "a product that built an industry"—a multi-million dollar industry which has already provided a livelihood for thousands and better homes for thousands more. Despite the advent of increasing competition (which we welcome) INSELBRIC has steadily increased in demand until today it is acclaimed from coast to coast as the nation's first choice in insulated brick design siding.

But, leadership in every field of human endeavor carries with it its own reward—and its own challenge! Those of us who make and distribute INSELBRIC know that today, more than ever before, only true values will keep us at the top.

INSELBRIC earned its leadership by being first and best. We are proud of our product—and proud of the industry which it built. In product and in policies, we shall always endeavor to maintain the high standards that have made our present position possible. That is why—

WE ACCEPT THE CHALLENGE OF LEADERSHIP!



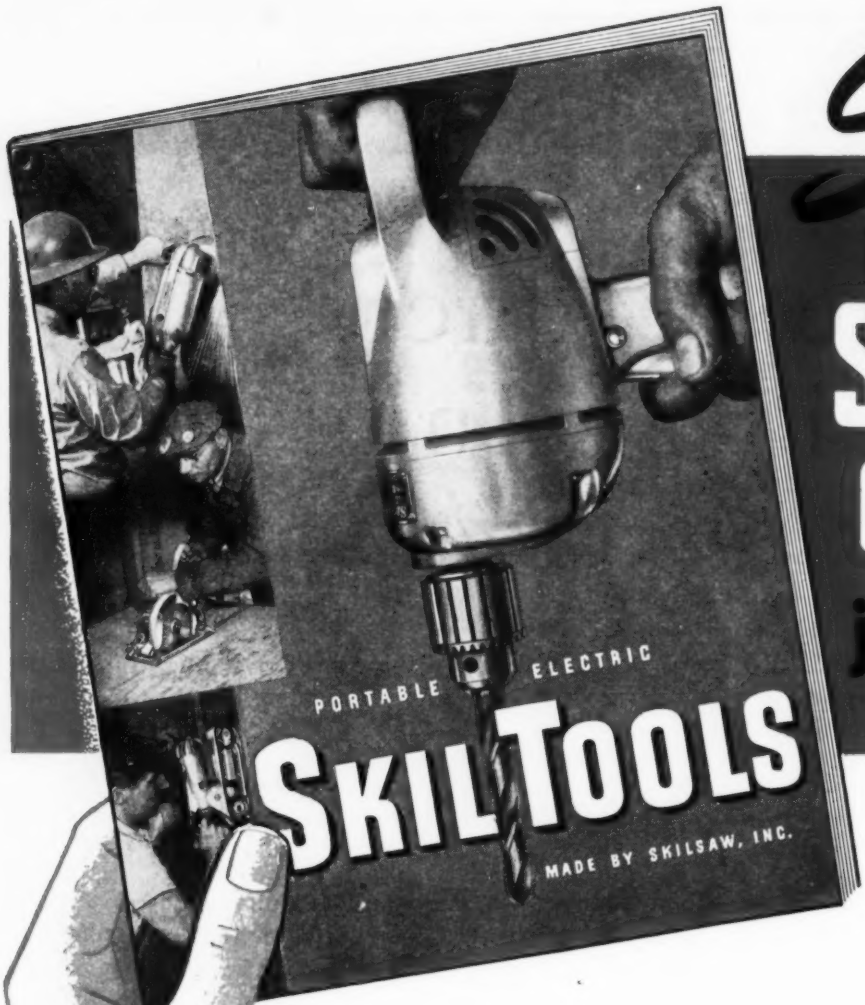
Lee H. Mathes

President, MASTIC ASPHALT CORPORATION

E. H. Rosenthal

President, JONES & BROWN, INC.

"LOOK TO THE LEADER FOR LEADERSHIP"



Send

FOR THIS NEW SKILTOOL CATALOG

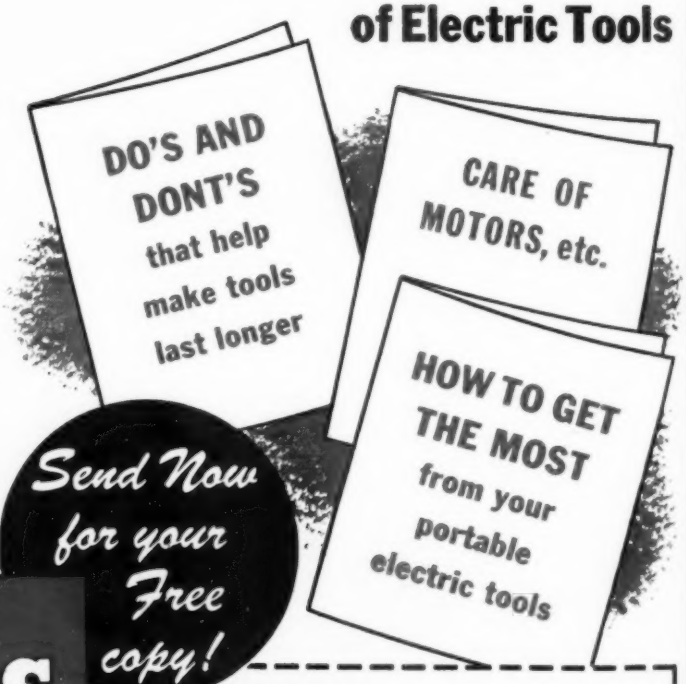
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Every owner, every operator of portable electric tools needs this manual to help make tools do their job better and last longer. The SKILTOOL Maintenance Manual in the SKILTOOL CATALOG is packed full of useful information on the care and economical use of *all* portable electric tools. Whether you use SKILTOOLS exclusively . . . or whether you also use other makes . . . you'll save money and delay the need for tool repair by reading and heeding the advice in the new SKILTOOL Maintenance Manual and Catalog. It's yours for the asking. Mail the coupon today!



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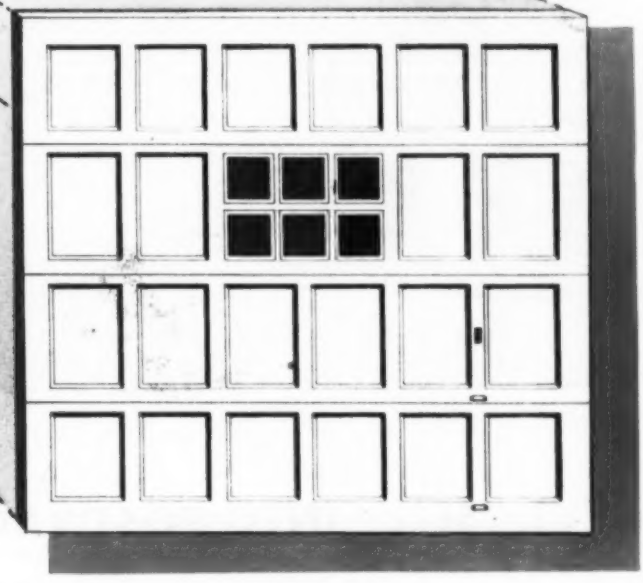
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This standard six-light muntin Crawford Door for residential garage application conforms pleasantly with a number of architectural styles. Sturdiness and ease of operation combine with good design to make it a leader in popularity.



HERE'S OUR SLANT ...on a Good Business Opportunity for Some Men You May Know...

Among your acquaintances there are probably several men who would be interested in the splendid business opportunity that lies ahead for the local Authorized Crawford Door Dealer.

These may be ex-servicemen looking for a business opportunity which will provide a good living right now and much more when the postwar building program gets going. Some of these men could start in at once supplying doors which can be bought on priority.

Or, they may be mechanics, carpenters, roofers or handymen who are in essential war work now and who want to get set with a really sound project they can start to cash in on as soon as they are released.

To all of these men, the local Crawford Door Dealership offers a splendid business opportunity. Others in this activity are averaging $100 a week; go-getters average $150 a week and each of them enjoys the independence of being his own boss and running his own permanent business.

Any man of good character and habits who can use the ordinary installation tools can, with our help, build himself a good business right in his own locality.

If you know such men, you will be doing them a favor by bringing this ad to their attention. Their inquiries should be addressed direct to *Crawford Door Company, 405 St. Jean Avenue, Detroit 14, Michigan.*

Crawford

UPWARD-ACTING DOORS

Residential Garage Doors
Commercial & Industrial Doors
Hand or Power Operated Doors
★ Craw-Fir Doors ★



PUT "SELL" INTO POSTWAR HOMES!

Most everyone who is thinking of buying a new home in postwar has two "musts" on his list . . . *a modern recreation room and modern heating* (surveys show most prefer gas).

In national advertising, the Bryant pup is telling *your* prospects how Bryant equipment will give the dependable, economical, automatic operation they want in gas heating . . . how Bryant's compact units not only help make space for that recreation room, but how their style and beauty also harmonize with the surroundings of modern homes.

In postwar, Bryant — always in the forefront with improved gas heating—will offer you a still greater selection of units, including new-idea equipment to add new sales appeal to everything from small bungalow to large residence.

You will find Bryant advertising your ally and the Bryant distributor a good man to know if you plan to put "sell" into your postwar homes!

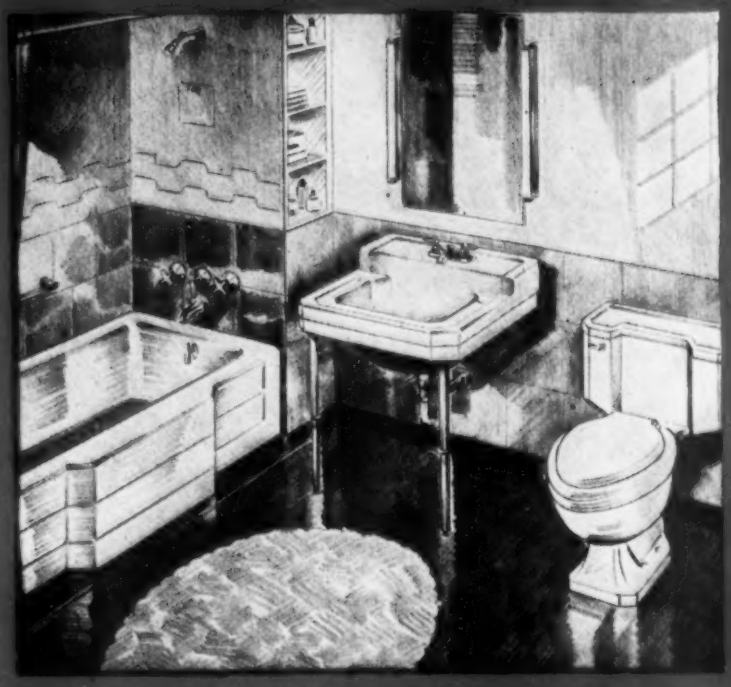
THE BRYANT HEATER CO., CLEVELAND, OHIO
One of the Dresser Industries

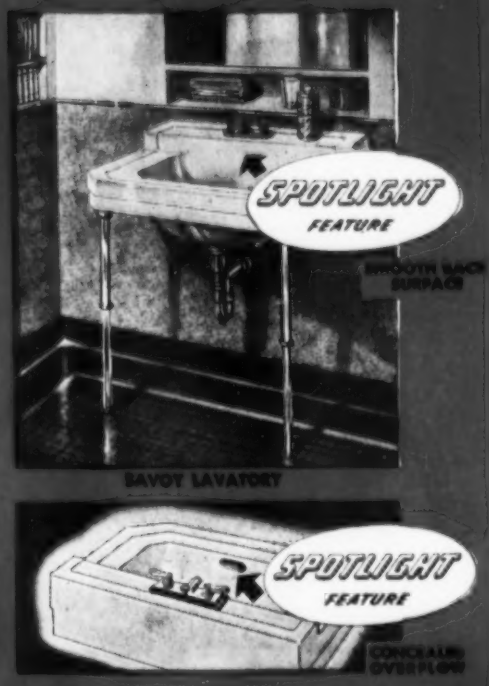
bryant
GAS
HEATING



LET THE PUP BE FURNACE MAN

ELJER PLUMBING FIXTURES





SAVOY LAVATORY

Suggestion-Acceptance

WHEN YOU SPECIFY ELJER SPOTLIGHT FEATURES

Eljer fixtures have many "spotlight features" which will appeal to all home buyers.

For example, the CONCEALED OVERFLOW OUTLET in Eljer vitreous china lavatories. The unbroken smoothness of the back surface is a good selling point not only for the fixture, but for the house, itself.

To constant high standards of in-built quality for the entire line, Eljer adds strong merchandising touches with "spotlight features". Check these features in the Eljer catalog and you will specify Eljer fixtures for your jobs.

ELJER CO. FORD CITY, PA.

Write for your copy of Eljer's Condensed Catalog

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

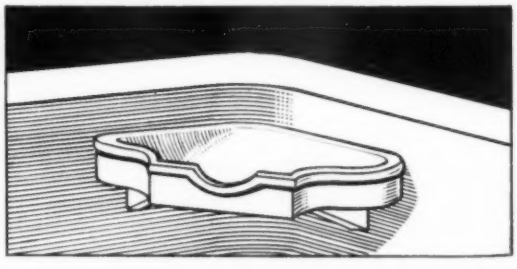


2-COMPARTMENT VITREOUS CHINA FLAT RIM SINK

Size Overall: 32" x 18" x 8½". Inside Depth 7½". Two 3½" Center Outlets.

This new *Aberdeen* two-compartment sink is Case quality throughout... made of thoroughly vitrified, non-porous, acid-proof *china*, fired at 2200° F. The built-in soap dish illustrated is an added convenience and is available, when specified, with all Case *Aberdeen* sinks.

Case fixtures are distributed nationally by selected wholesalers, sold and installed by leading Master Plumbers. Look for "Case" under "Plumbing Supplies" in the classified Telephone Directories of metropolitan areas, or write to us.



● *W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Founded 1853*

Case

LIFETIME PLUMBING FIXTURES



E. H. Owen

Standard Tire Company
Cedar Rapids, Iowa

Reports On His Experience With Coleman Oil Heater Line:

"Because Of Past Experience, Coleman Oil Heaters Will Have An Important Place In Our Post-War Picture!"

"In our post-war planning, we've made a complete analysis of the various appliances which we sold prewar. The record puts Coleman in an important place in our appliance picture. In 1936, we placed our first order for three Coleman Oil Heaters. In 1937, our sales were beyond all expectations, and continued to increase each year, until, in 1941, we sold considerably over 200 Coleman Oil Heaters. Our service expense has been lower per dollar volume than on any other appliance sold, and oil heaters have proven to be one of our most profitable items. With Coleman, we have created an untold amount of good will with our trade."

Coleman franchise dealers are being appointed now by America's leading distributors for post-war sales of these Coleman Heating Appliance lines: Oil Heaters; GAS, OIL and LP-gas Floor Furnaces, Water Heaters, and Central Heat Plants. This franchise is awarded to aggressive dealers who can qualify and handle the volume of Coleman business they can easily develop. Write us for the name of your Coleman distributor, who can tell you the complete story of the Coleman opportunity in the waiting billion-dollar home-heating market. Coleman Lamp and Stove Co., Dept. AB-28X, Wichita 1, Kansas.



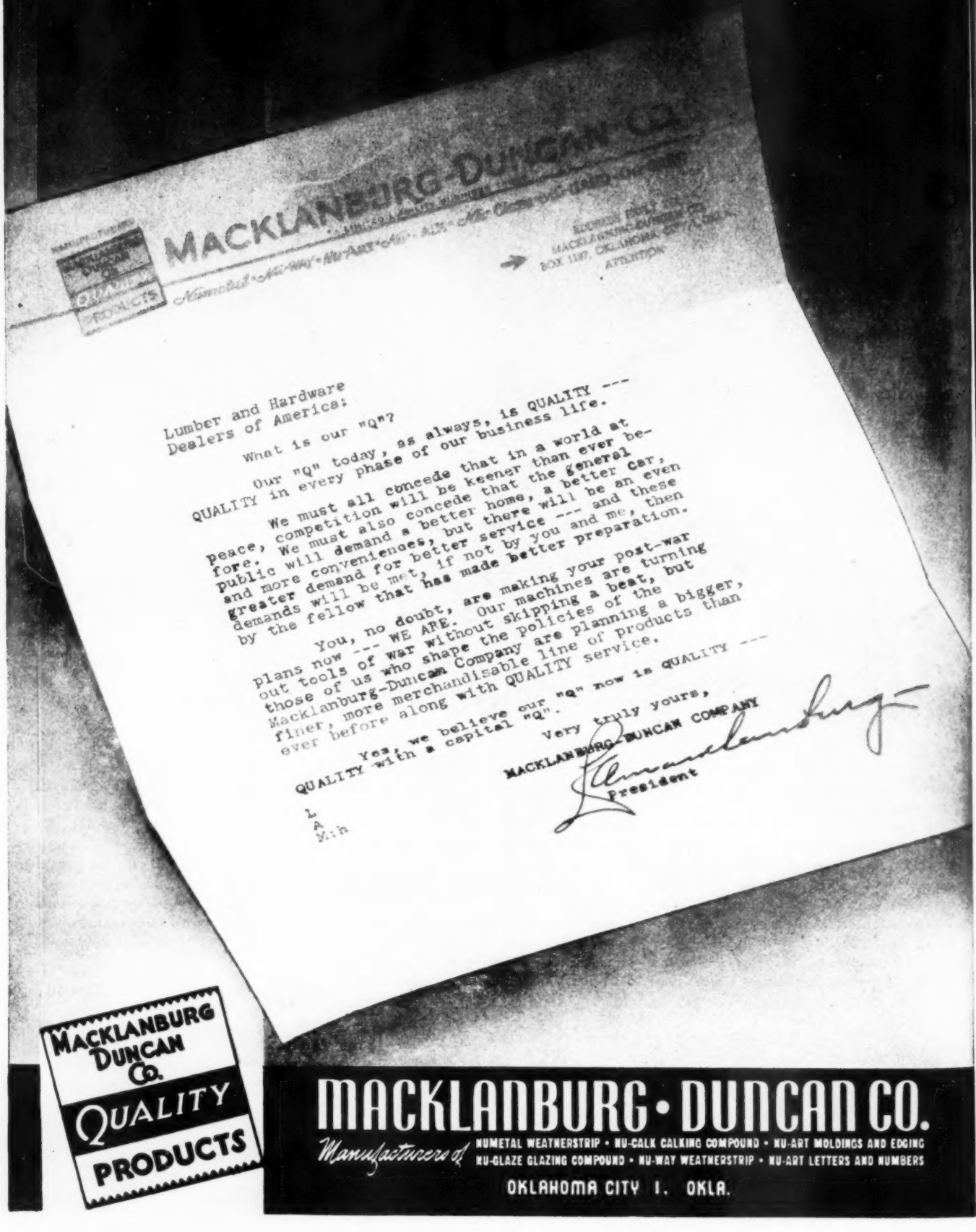
THE "HOT" NAME IN HOME HEATING



Coleman

THE COLEMAN LAMP AND STOVE COMPANY • WICHITA 1 • CHICAGO 11 • PHILADELPHIA 8 • LOS ANGELES 54 • TORONTO, CANADA

What's our "Q" now?



MACKLANBURG DUNCAN CO. QUALITY PRODUCTS

MACKLANBURG • DUNCAN CO.

Manufacturers of NUMETAL WEATHERSTRIP • NU-CALK CALKING COMPOUND • NU-ART MOLDINGS AND EDGING
NU-GLAZE GLAZING COMPOUND • NU-WAY WEATHERSTRIP • NU-ART LETTERS AND NUMBERS

OKLAHOMA CITY 1, OKLA.



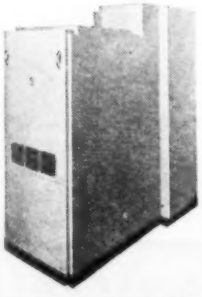
For Quicker Sales— at Better Prices— Include VIKING INDOOR COMFORT



Automatic Furnace
Gas or Oil fired



Boilers—
Oil or Gas fired



Year round air conditioners
Automatic, winter heating
summer cooling

You'll sell more homes, and have 'em ready to move into, in less time, if you do business with the Viking contractor-dealer.

Now, and more and more in the postwar period, home seekers want automatic heating. Many of the better homes buyers demand year 'round air conditioning, too.

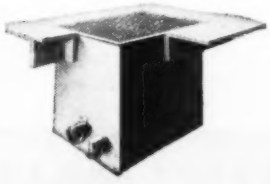
Viking Completely Fills Requirements

Whether you use oil, coal or gas, Viking can supply you with the most modern equipment to satisfy the demands of tomorrow's buyers. From water heaters, space heaters and floor furnaces, to Central heating boilers, furnaces and year 'round air conditioning plants Viking offers dependable and efficient units of the most advanced design.

No Installation Delays

Under the Viking distribution plan of supplying contractor-dealers through strategically located Wholesale Distributors Viking heating, cooling and air conditioning equipment gets to the building site when *you* want it. The same trucks that carry the installation materials to the job get the major units there too. No divided responsibility, no misunderstandings—no costly delays.

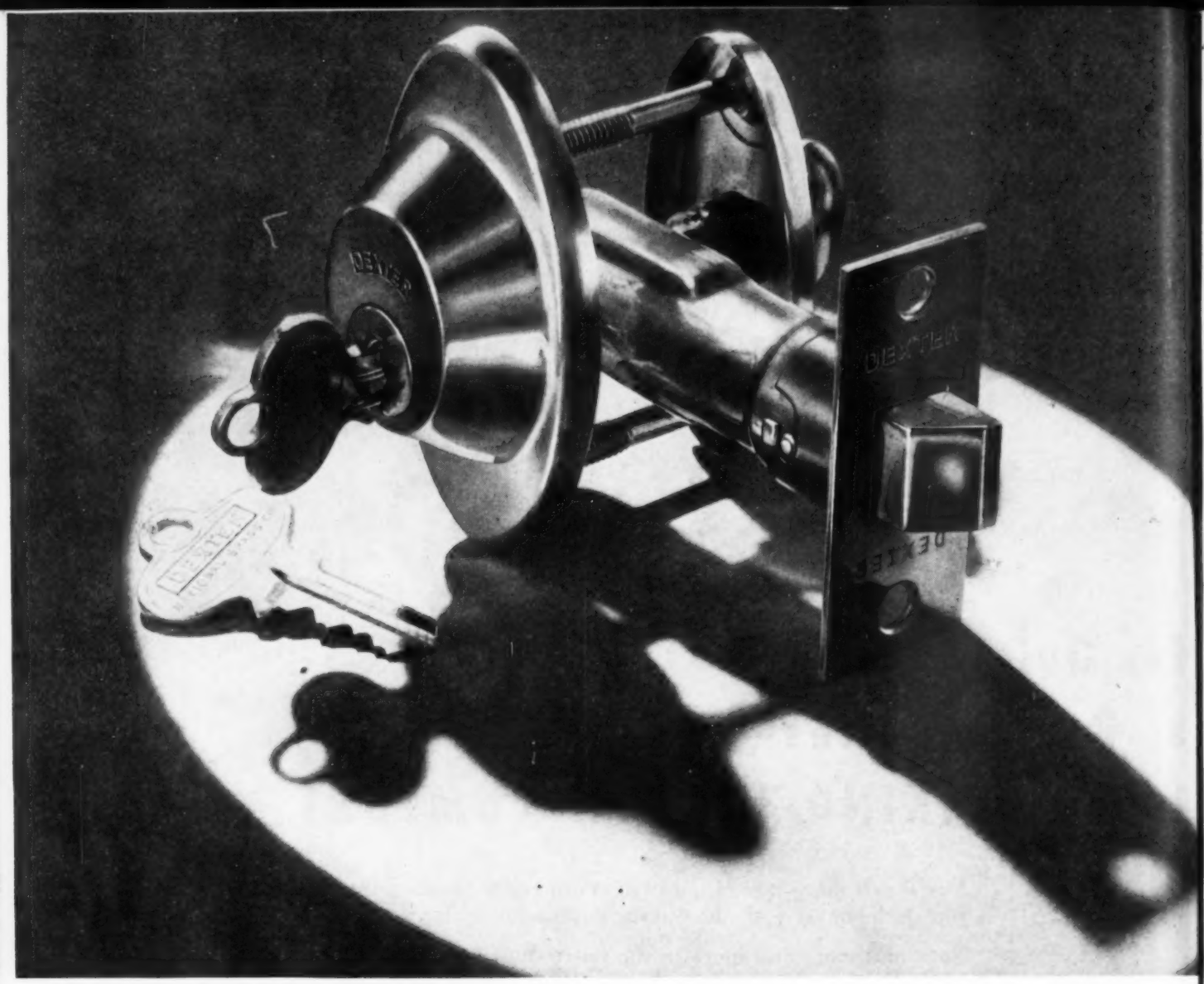
Viking Modern Equipment and Viking service both help you to quicker sales and better profits.



Automatic
Floor Furnaces
Oil or Gas fired

VIKING

Viking Mfg. Corporation, 1604 U. B. Bldg., Dayton 2, Ohio



(Above) Actual portrait photograph of Type E Dexter-Tubular 5-Pin Tumbler Cylinder Spring Night Latch.

PROMPT SHIPMENTS, STARTING IMMEDIATELY! That is the surprising good news — prompt shipments — on rated orders for Dexter-Tubular 5-Pin Tumbler Cylinder Locks. Choice of either dead bolt or spring night latch. Keyed alike and master keyed locks take a little longer.

These are exceedingly fine locks — cylinder plugs, cases, pins, and keys are solid brass. Their rugged, dependable quality is squarely backed by the written Dexter Lifetime Warranty.

The "bore-in" installation is the feature of Dexter-Tubular that interests contractors and builders. Only a few round holes are required, no deep mortising. Through the savings effected during installation, over-all costs are reduced. In all, Dexter-Tubulars are a quality product, their application means savings, and they are available now.

There is a Dexter dealer in most communities where you may inspect the full line of Dexter-Tubular locks and latches. Write for complete information and the name of the dealer nearest to you.

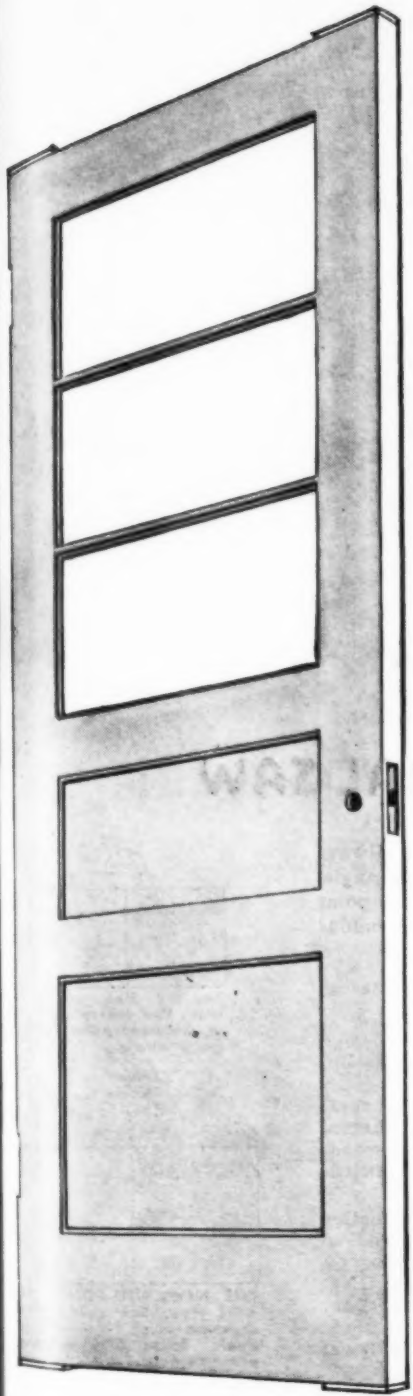
NATIONAL BRASS CO. MFRS. DEXTER TUBULAR GRAND RAPIDS MICHIGAN

NATIONAL BRASS COMPANY, Mfrs.

Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

You'll Save up to 55 Minutes on Every Opening with FACTRI-FIT Douglas Fir Doors



Write for our new catalog showing the complete line of Douglas fir interior doors, TRU-FIT entrance doors, and new specialty items. It is yours for the asking.

Yes—when Douglas fir interior doors are ordered FACTRI-FIT they reach the job **ready to hang.** They're pre-fit, trimmed, gained and bored or mortised. That eliminates up to four "on-the-job" operations —saves more than enough to cover the slight additional FACTRI-FIT cost. And because the machining is done at the mill by high-speed precision tools, you know the job will be **right.**

Remember, too, that Douglas fir doors are featured in modern, attractive three-panel designs ideally adaptable to all types of building. They're manufactured of Douglas fir—**the wood made durable by nature**—assuring your client a lifetime of satisfactory service.

Douglas fir interior doors may be ordered FACTRI-FIT for a limited number of essential jobs **right now.** When war needs lessen, of course, they will be immediately available for all civilian building.

FACTRI-FIT FEATURES

1

FACTRI-FIT doors are pre-fit at the mill, trimmed to exact size, ready to hang without sawing or fitting.

2

FACTRI-FIT doors may be ordered completely machined at your option—gained, bored or mortised by high-speed precision tools.

3

FACTRI-FIT doors (like all Douglas Fir Doors) are edge grade-marked for ease in ordering, specifying and supplying.

4

FACTRI-FIT doors are scuff-stripped to protect the precision-cut corners during handling and shipping.

NOTICE: Douglas Fir Interior Doors are manufactured three ways:
1—STANDARD—Purposely made oversize for fitting to inexact openings.
2—PRE-FIT—Trimmed to size, ready to hang.
3—FACTRI-FIT—Prefit, gained, and bored or mortised.

Douglas Fir DOORS

FIR DOOR INSTITUTE

Tacoma 2, Washington

Remember! NATURE MAKES DOUGLAS FIR *Durable!*

Durable Douglas Fir Doors are made from all-heartwood, vertical-grain, soft, old-growth Douglas Fir.

THE NATIONAL ASSOCIATION OF DOUGLAS FIR DOOR MANUFACTURERS

THESE 5 FEATURES SAVE 15 MINUTES EVERY HOUR!



MONARCH UNI-POINT RADIAL SAW

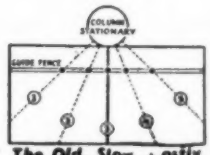
EVEN as your hand pivots at the wrist, so the Monarch UNI-POINT Radial Saw always pivots and enters the lumber at the same point in the table, regardless of the crosscut angle, whether vertical, horizontal, or compound miter. That is what is meant by the phrase "one-point cutting" which so many builders are talking about and enjoying. It makes possible tremendous savings in time and effort, with absolute accuracy always.

Here are just five of these time-consuming operator-motions which the UNI-POINT design eliminates:

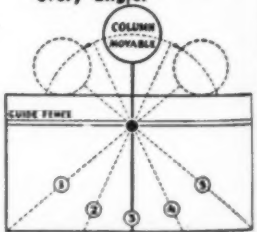
1. You can change angle without waiting for saw blade to stop. No "idle time" man-hours on the cost sheet. Simply pivot, snap lock, and start cutting at the new angle.
2. No long arm to swing or adjust to different angle positions on table, or to get in your way. UNI-POINT saw is always at same point and telescoping ram gives operator physical freedom from machine obstructions.
3. Stops or gauges need not be moved for different angle cuts as in the case of radial saws which cut at different points in table.
4. No need to reset material to conform with angle changes.
5. No need to replace a cut-up guide fence. UNI-POINT fences do not get cut because saw always enters at same point. Safer, too!

SIMPLICITY and skill in the design of the UNI-POINT saw enables operator to increase production in many other ways. Often two or more operations may be combined in one. Different attachments permit many other woodworking operations with this versatile machine.

If you would keep in step with production cutting which is here to stay, send at once for our new illustrated Catalog 60. It contains many examples of how UNI-POINT saves time and manpower. Your imagination and experience will no doubt suggest many other short cuts to lower production costs.



The Old, Slow, Costly Way. Saw enters work at different point for every angle.



THE NEW, UNI-POINT, Efficient Way. Saw enters work at same point regardless of angle. Saves 20% or more per man-hour.

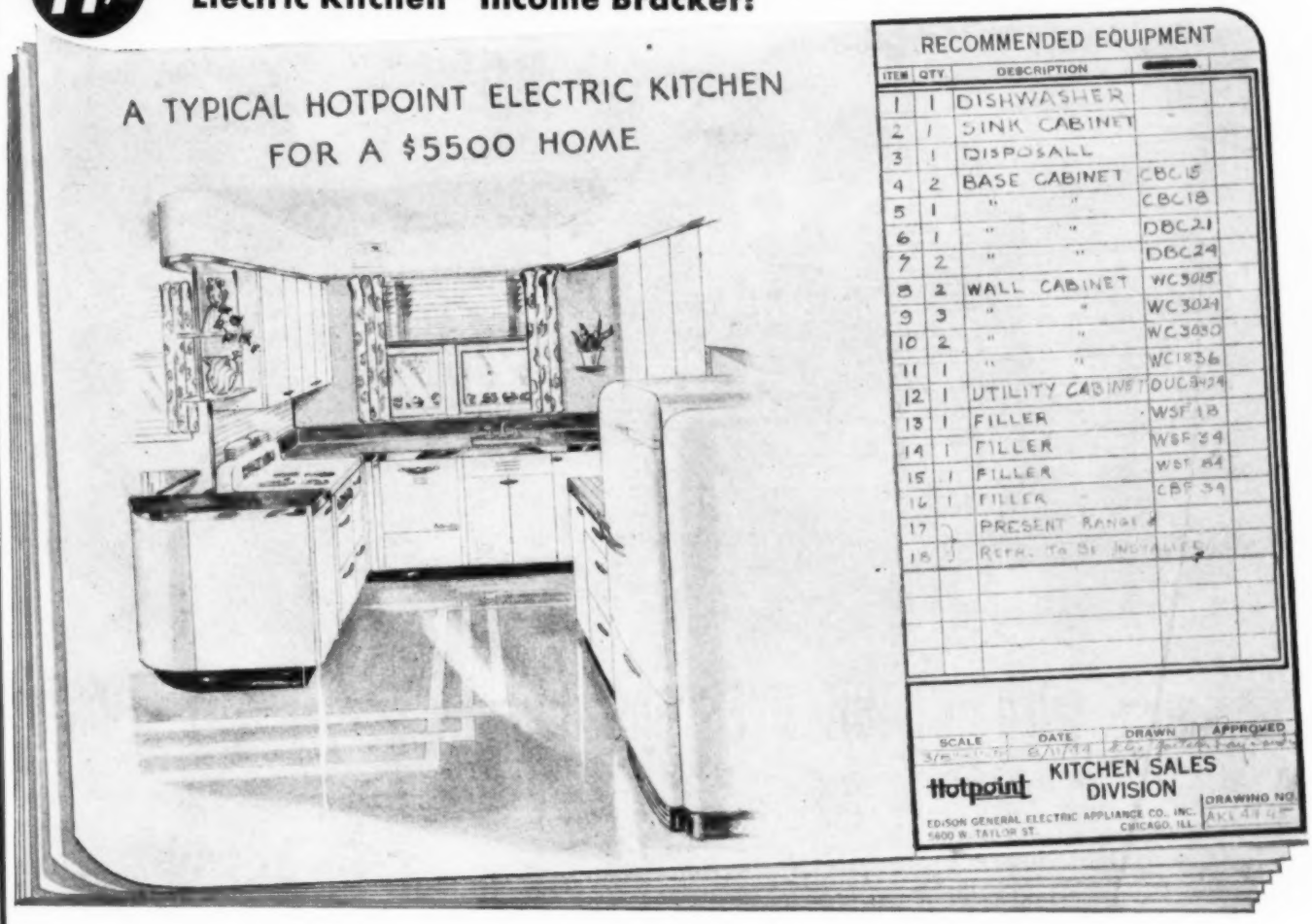
MONARCH
UNI-POINT RADIAL SAW

AMERICAN SAW MILL MACHINERY CO.

60 MAIN ST. HACKETTSTOWN, N. J. Established 1908

Radial Saws · Saw Benches · Band Saws · Jointers · Planers · Lathes
Shapers · Sanders · Mortisers · Swing Saws · Saw Mill Machinery

77% of Postwar Homes will be in the "Electric Kitchen" Income Bracket!



The Trend to Planned Kitchens is Growing

. . . MAKE THE MOST OF IT!

"MORE than seven out of ten postwar homes will cost $3,000 or over," predicts the United States Chamber of Commerce. That price range is assurance that the modern home of tomorrow will include an all-electric kitchen. The ultra-modern bathroom captured the fancy of the American housewife in the building boom after the last war. Today she is well aware that her home is only as modern as its kitchen.

Over 30,000 Inquiries a Month

●● *Each month thousands of prospects send for the Hotpoint Planning Guide "Your Next Kitchen"... proof of the interest in, and consumer preference for, the planned electric kitchen. Hotpoint's hard-hitting advertising campaign urges the purchase of war bonds now for postwar building.*

Building Boom in Sight

●● Victory will find America with a pent-up purchasing power of over a hundred billion dollars. The new home market is unlimited . . . plan now to take advantage of it. Design and build homes with modern functional kitchens. They will speed turnover and reduce financial costs in speculative building. Remodeling homes and replacing old, worn appliances with a complete, all-electric kitchen is also a profitable market.

Write Us Today

●● *Hotpoint's expert staff of kitchen designers is ready to offer you suggestions on any kitchen planning or construction problems. Write for details of "Hotpoint Kitchen Planning Service."*

Edison General Electric Appliance Co., Inc.
5641 West Taylor Street, Chicago 44, Ill.

Hotpoint Dependability Assured by 40 Years Experience

IN MOST STATES, ALL HOTPOINT KITCHEN EQUIPMENT CAN BE INCLUDED IN F. H. A. INSURED MORTGAGES

HOTPOINT REGIONAL SALES OFFICES
EASTERN: 570 Lexington Avenue, New York City 22, Plaza 3-9333. SOUTHERN: 304 Red Rock Building, Atlanta 3, Walnut 2959. CENTRAL: 1456 Merchandise Mart, Chicago 54, Superior 1174. WESTERN: Western Merchandise Mart, 1355 Market Street, San Francisco 3, Underhill 2727.

HOTPOINT ELECTRIC KITCHENS

REFRIGERATORS • RANGES • WATER HEATERS • HOME FREEZERS • WASHERS AND IRONERS
CLOTHES DRYERS • DISHWASHERS • GARBAGE DISPOSALLS • CABINET-SINK • STEEL CABINETS



The house with "BLACK EYES" needs new screens of LUMITE

● No more unsightly "black eyes" that disfigure sills and sidewalls as a result of rusty or corroded window screens. For LUMITE, the new plastic screen cloth, woven from Saran,* defies the elements!

When LUMITE is used, there's no necessity for constant repainting of tell-tale streaks and splotches. LUMITE does not rust or corrode, nor is it affected by acid fumes, salt air, rain, snow, heat or cold. Furthermore, LUMITE plastic screen cloth itself never needs painting. A wipe-off with a damp cloth restores its fresh, new look immediately.

As for durability, the tensile strength runs as high as 50,000 pounds per square inch, gives sturdy resistance against dents and bulges. LUMITE simply *can't wear out* through natural causes!

Tested every day, under every condition, by the Armed Forces, LUMITE offers a great new "proven" product for postwar building. We can't ship any LUMITE until after the war, but we'll gladly send samples and information.

*A product of the Dow Chemical Co.

TESTED IN WAR READY FOR PEACE

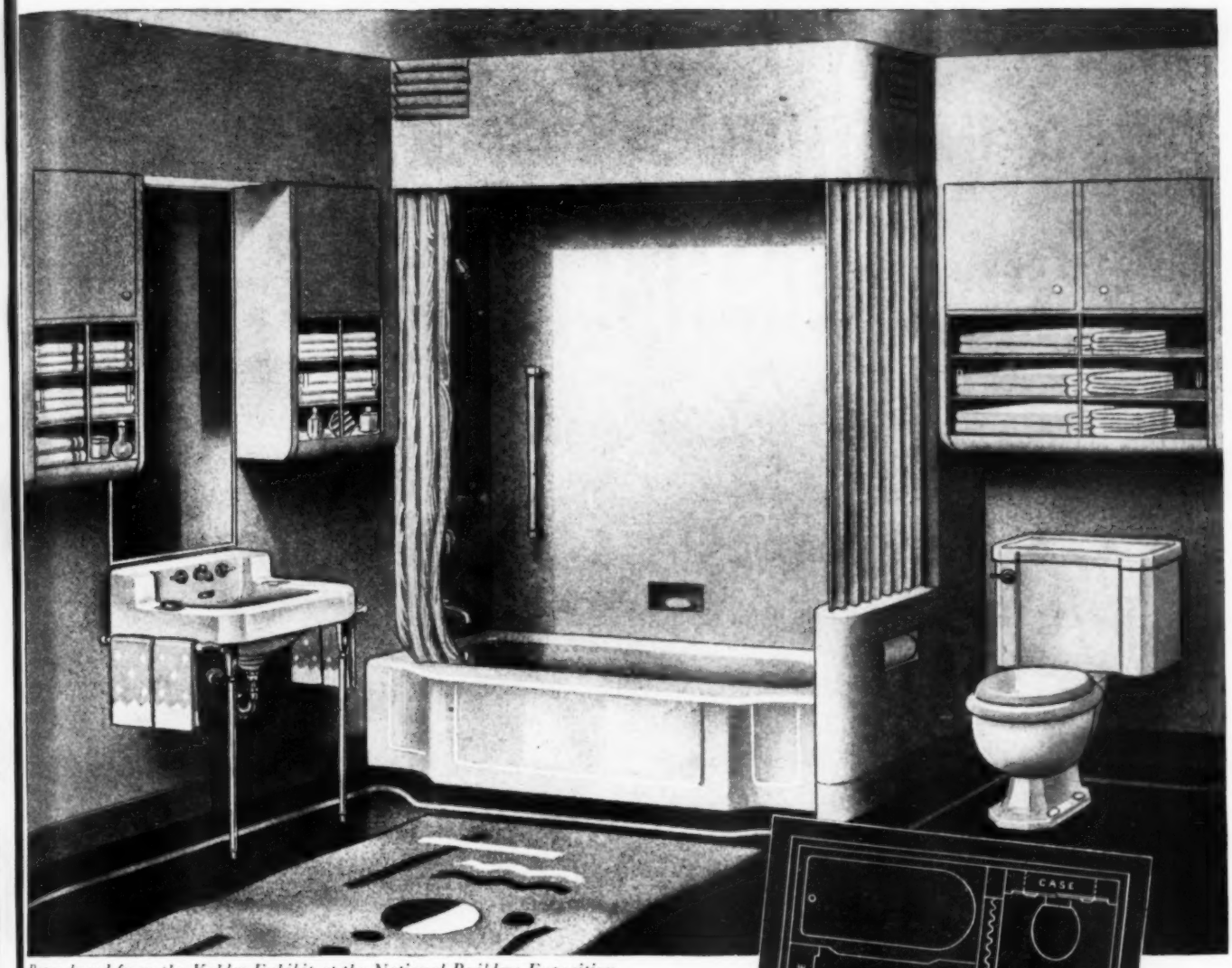
Not just a postwar dream product... millions of feet of LUMITE are now in actual use, protecting the Armed Forces against disease-carrying insects.

- ★ **Will not rust or corrode... long-lasting**
- ★ **Non-staining... no streaking of sills or sidewalls**
- ★ **Strong, resilient... no dents or bulges**
- ★ **Unaffected by fumes or salt air**
- ★ **Non-inflammable**
- ★ **Will be competitively priced**

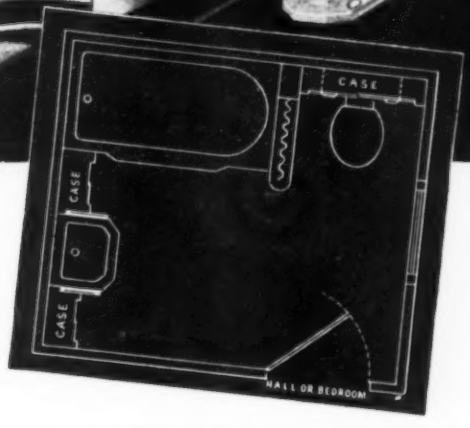
The new plastic insect screen cloth

LUMITE

CHICOPEE MANUFACTURING CORP. Lumite Div. 40 WORTH ST., NEW YORK 13, N. Y.
World's Largest Makers of Plastic Screen Cloth



Reproduced from the Kohler Exhibit at the National Builders Exposition



Creating new convenience in the bathroom

NEW bathroom convenience requires fixtures and fittings of the most practical modern design coupled with recognized quality—to fit in with the Builder's foresighted provision for beauty, comfort, freedom of movement, and orderly, handy storage of all the "movables."

The bathroom illustrated has the new Kohler Gramercy lavatory with roomy shelf back and built-in fittings. The Cosmopolitan recess bench bath is equipped with a shower controlled by the Triton mixer, latest and most advanced device for controlling water flow and temperature. The close-coupled Wellworth closet is good looking, superbly practical, yet moderately priced.

Kohler quality, backed by 72 years of manufacturing experience, is unfailingly maintained because all Kohler fixtures are manufactured at one point, where unity of supervision is constant and complete.

Kohler will gladly provide information on fixtures and fittings now available. Write: Kohler Co., Dept. AB-3, Kohler, Wisconsin. Established 1873.

ARMY NAVY E

KOHLER OF KOHLER

BUY AND KEEP U. S. WAR BONDS

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

THEY DIDN'T NEED WINDOWS ON GUADALCANAL...

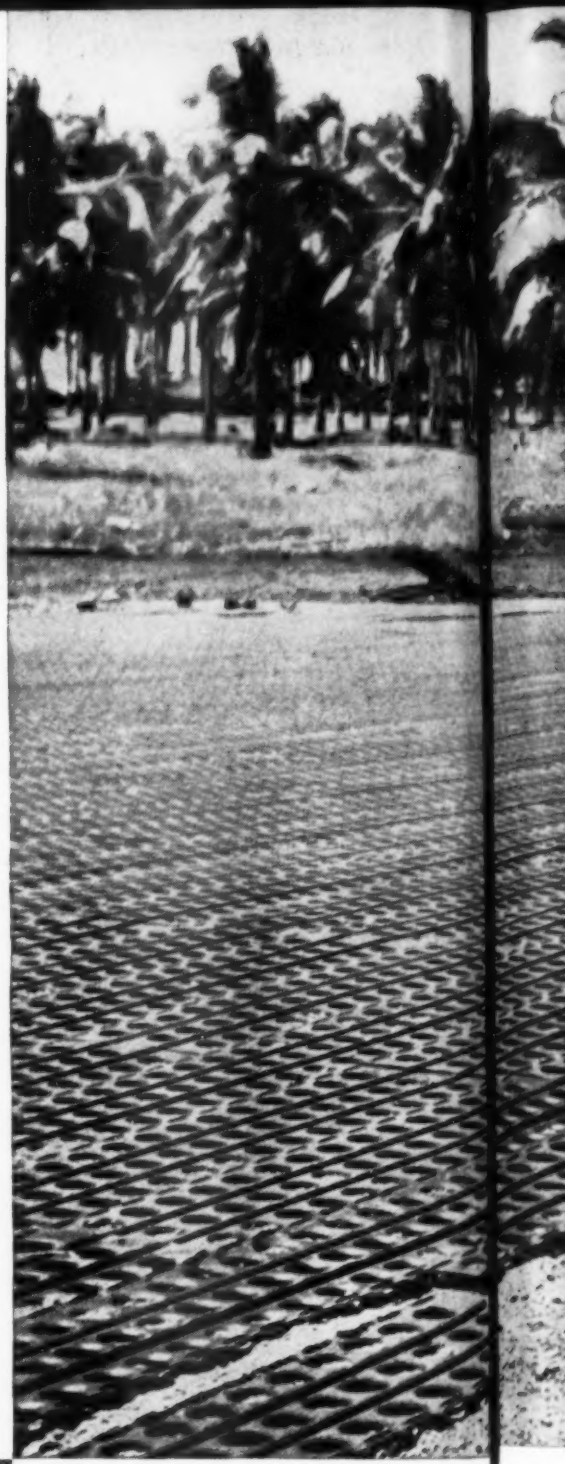
but they did need landing mats!

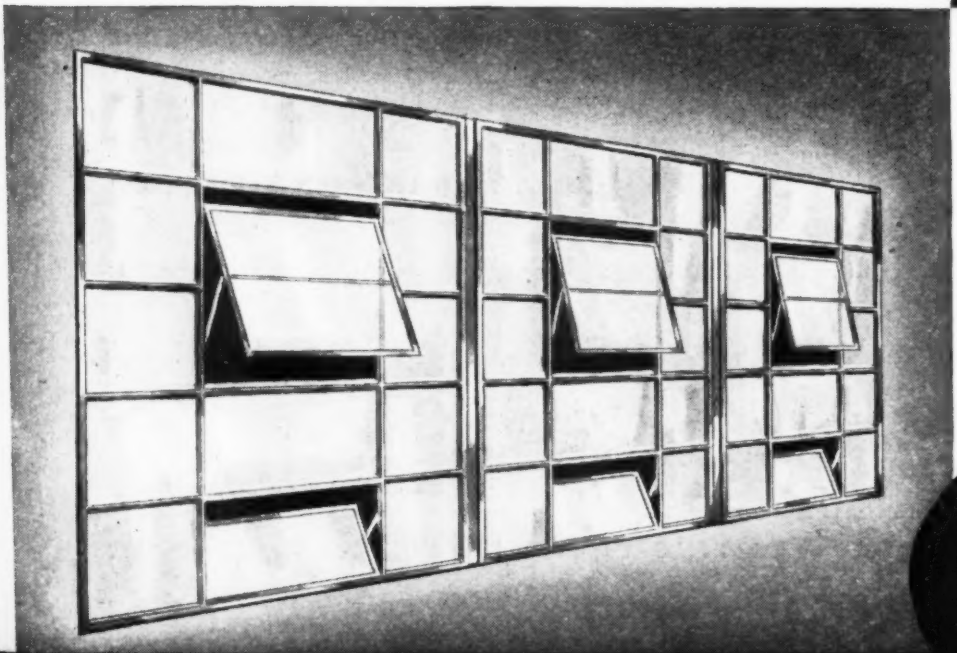


And they got them when they were most needed. In three years time Ceco has turned out millions of feet. Ceco landing mats have seen service on every continent . . on every front.

This is another story of Ceco engineering skill. For landing mats are interchangeable, cut to the same exact pattern, and manufactured with closely engineered tolerances. As precisely, for example, as the New Ceco Intermediate Casement which will be available when the war ends.

This new Ceco window is of special interest to builders of hospitals and monumental type buildings. For like all Ceco Steel Windows it is *precision built . . . durable . . . beautiful.* A precision *engineered* window.





You'll specify Ceco, here's why! 1. *Ceco Steel Windows* have extra tight *all-weather seal.* 2. Always fit . . . no sticking, warping or swelling. 3. Far greater light area, let more sun in, easier to see out. 4. Controlled ventilation. 5. Use more steel, last the *lifetime* of your building. 6. Bonderized, a special protective coating against rusting. 7. *All these advantages at no premium cost.*

Ceco's line of Steel Windows includes Light and Intermediate Casements, Basement Windows, Architectural Projected, Commercial Projected and Pivoted Windows, Continuous Windows, Security and Utility Windows, Mechanical Operators, etc.

ENGINEERIN(AKE



OTHER CECO ENGINEERED PRODUCTS:

All types of Steel Doors, Metal Frame Screens, Metal Lath, Metal Weatherstrips, Steel Joists, Steel Roof Deck, Meyer Steelforms, Adjustable Shores and Clamps, Concrete Reinforcing Bars and Welded Fabric.

CECO STEEL PRODUCTS CORPORATION

General Offices: Omaha, Nebraska
Manufacturing Division: 5701 W. 26th St., Chicago, Ill.

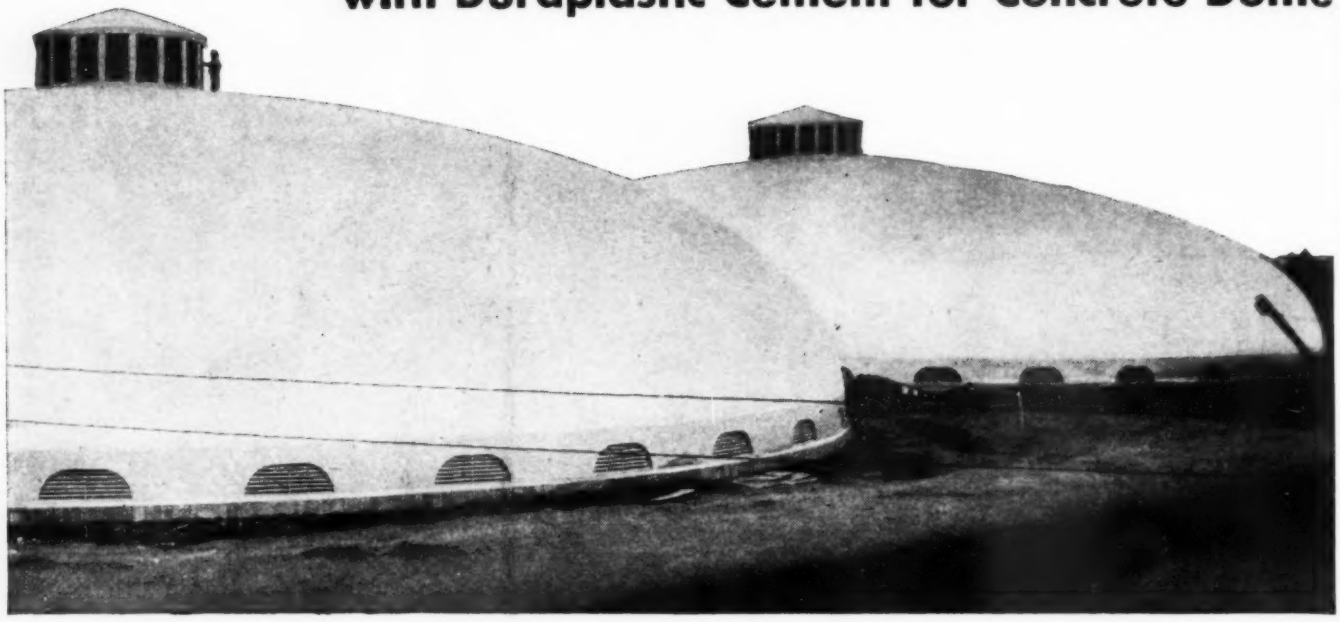


The Mt. Washington Sanitarium, Eau Claire, Wisconsin. Equipped with the new Ceco Intermediate Casement.

AKES THE BIG DIFFERENCE IN **CECO** CONSTRUCTION PRODUCTS

CONTRACTOR SAVES BOTH TIME AND LABOR

with Duraplastic Cement for Concrete Dome



Sewage disposal plant, Hibbing, Minn. To place the Duraplastic concrete for the second dome required only half the men and a third less time than on first dome, made with regular cement. Roberts & Schaefer Co., designers; J. C. Taylor, architect; Charles Foster, consulting engineer; E. W. Coons Co., Inc., contractor.

WHILE only recently announced, six years of gratifying field performance are back of Atlas Duraplastic, the new air-entraining portland cement that makes better concrete at no extra cost. Since 1939 it has been used for over 2½ million sq. yds. of paving and for a variety of building jobs throughout the country.

Because it makes concrete more workable, reduces segregation and bleeding, and spreads, screeds and finishes more easily, Duraplastic cement sometimes saves both time and money, as illustrated by the following example.

At the Hibbing, Minn., sewage disposal plant two trickling filters are covered with thin-shell concrete domes of similar dimensions. The contractor states that the thin shells (3½" to 6") and the heavy reinforcing required great care in placing the concrete.

ON THE FIRST DOME, built with regular cement, he used 28 men, additional foremen, and three days to place the concrete;

ON THE SECOND DOME, constructed with Duraplastic cement, there was considerably less segregation of the aggregate and improved plasticity. As a result, 13 men did the job of placing in two days.

Atlas Duraplastic cement complies with ASTM specifications, sells at the same price as regular cement, and makes better concrete at no extra cost.

Send for booklet on Duraplastic cement. Write to Technical Service Bureau, Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 135 East 42nd Street, New York 17, N. Y. Offices: New York, Chicago, Albany, Boston, Philadelphia, Pittsburgh, Cleveland, Minneapolis, Duluth, St. Louis, Kansas City, Des Moines, Birmingham, Waco. AB-D-13

ATLAS DURAPLASTIC

TRADE MARK REG. U. A. C. CO.

The Air-Entraining Portland Cement That Makes Concrete More Durable and More Plastic

He works at the new machine tool plant, and makes more money now than he ever did before. He lives in a house he owns, and he'd like to put some improvements into the place . . . to keep it in top-notch shape and protect his investment. Trouble is, he's busy and he doesn't know how much he can do or what materials are available, *and no one has looked him up to tell him!*

you

can do business

with

this man



Today there are any number of people in your community who are looking for professional help and advice on maintenance and repair problems. Most of them don't know, and they are too busy to find out, what materials can be had and who can supply them.

These people are an immediate ready-made market for your merchandise and your expert services. Let them know that you can provide genuine Barrett products—Barrett Roofings, Rock Wool Insulation and other time-tested Barrett building materials. Most of these non-priority materials are in the "easy-to-apply" class—help minimize the manpower difficulties.

We can help you go after maintenance and repair profits. Barrett direct mail and promotional pieces—with a record for successful selling—are yours for the asking. Plan to increase your business now—with an eye to the future.

Here are some Barrett Extra-Profit Products You Can Sell Today

Barrett Shingles and Sidings
Barrett Roll Roofings
Barrett Rock Wool Insulation
Barrett Money-Making Specialties
Protective Paints
Roof Repair Materials
Felts and Sheathings, etc.

Barrett

THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

2800 So. Sacramento Ave.
Chicago 23, Ill.

Birmingham,
Alabama



Looking Ahead

THERE'S no better time than now for looking ahead to what industry will offer the home-builder of tomorrow—or for laying by a nest-egg of War Bonds to finance your home when you build it after Victory!

● ● Amazing developments for the future home owner will come out of America's vast war experience. Defoe's Housing Division, for example, is developing a method of producing factory-built homes, that have individuality of design—plus the economy of volume production.

● ● You may plan a Defoe house of any size—kitchen complete with labor-saving equipment, living room, dining room, bath rooms, and bed rooms that contain built-in electric outlets, closets, bookcases, shelves, doors and drawers. And, if you wish, you may finish the exterior according to your own architect's or builder's plans.

● ● Today, of course, all of America's building facilities—including Defoe's—are concentrated on production for Victory. But when the Axis is defeated, large-scale production of these scientifically designed homes will be a major part of Defoe's postwar contribution to better American living standards and full employment.

HOUSING DIVISION — DEFOE SHIPBUILDING COMPANY, BAY CITY, MICH.

Four White Star Renewal Citations now decorate the Navy "E" Award won by Defoe workers.

BACK THE ATTACK —BUY WAR BONDS

Defoe

SHIPS FOR VICTORY SERVANTS FOR PEACE

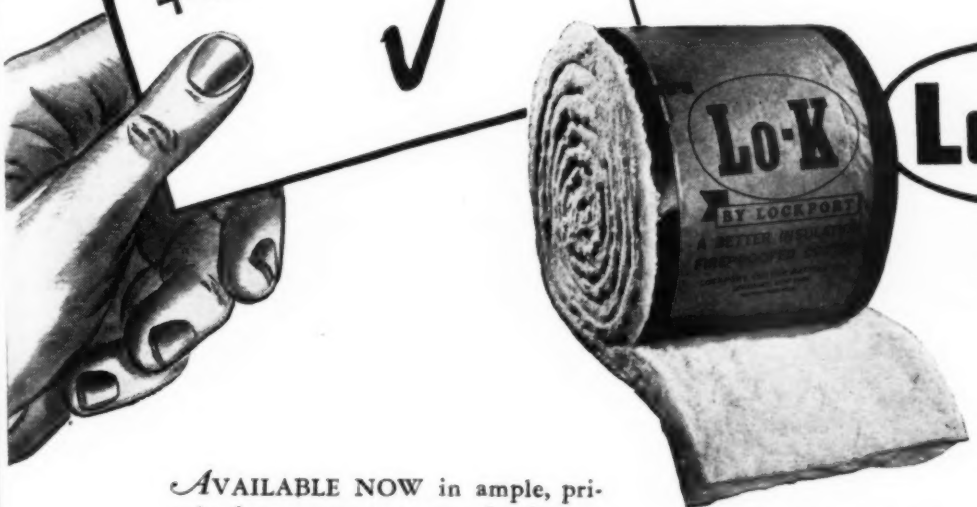
You give them the Best when you Specify

Lo-"K" *flameproofed* COTTON INSULATION

+ LOW THERMAL CONDUCTIVITY
+ LIGHT WEIGHT
+ FLAME-PROOFED
+ MOISTURE-RESISTANT
+ RESISTS ROT AND MILDEW
+ VERMIN-RESISTANT
+ FLEXIBLE
+ EASY-TO-INSTALL
+ ECONOMICAL

You have only to note Lo-"K's" check list of PLUS VALUES and special features on the left to understand why leading architects, contractors and builders everywhere are recommending modern, better, more scientifically designed Lo-"K" Cotton Insulation for every type of job.

Lo-"K" cuts time, labor and costs all along the line yet it qualifies in every respect as a more practical, efficient insulation for all-weather comfort.



Lo-"K"

LOCKPORT COTTON BATTING CO.
LOCKPORT, NEW YORK
Established 1870

AVAILABLE NOW in ample, priority-free amounts at your lumber or building material dealer . . . in lightweight, easy-to-handle blanket rolls sized for all standard construction.

WRITE TODAY FOR THE FULL STORY on Lo-"K" Insulation Advantages

Lockport Cotton Batting Company
Dept. AB-3 Lockport, New York

Gentlemen: Please send me the facts about Lo-"K" Cotton Insulation for better building—

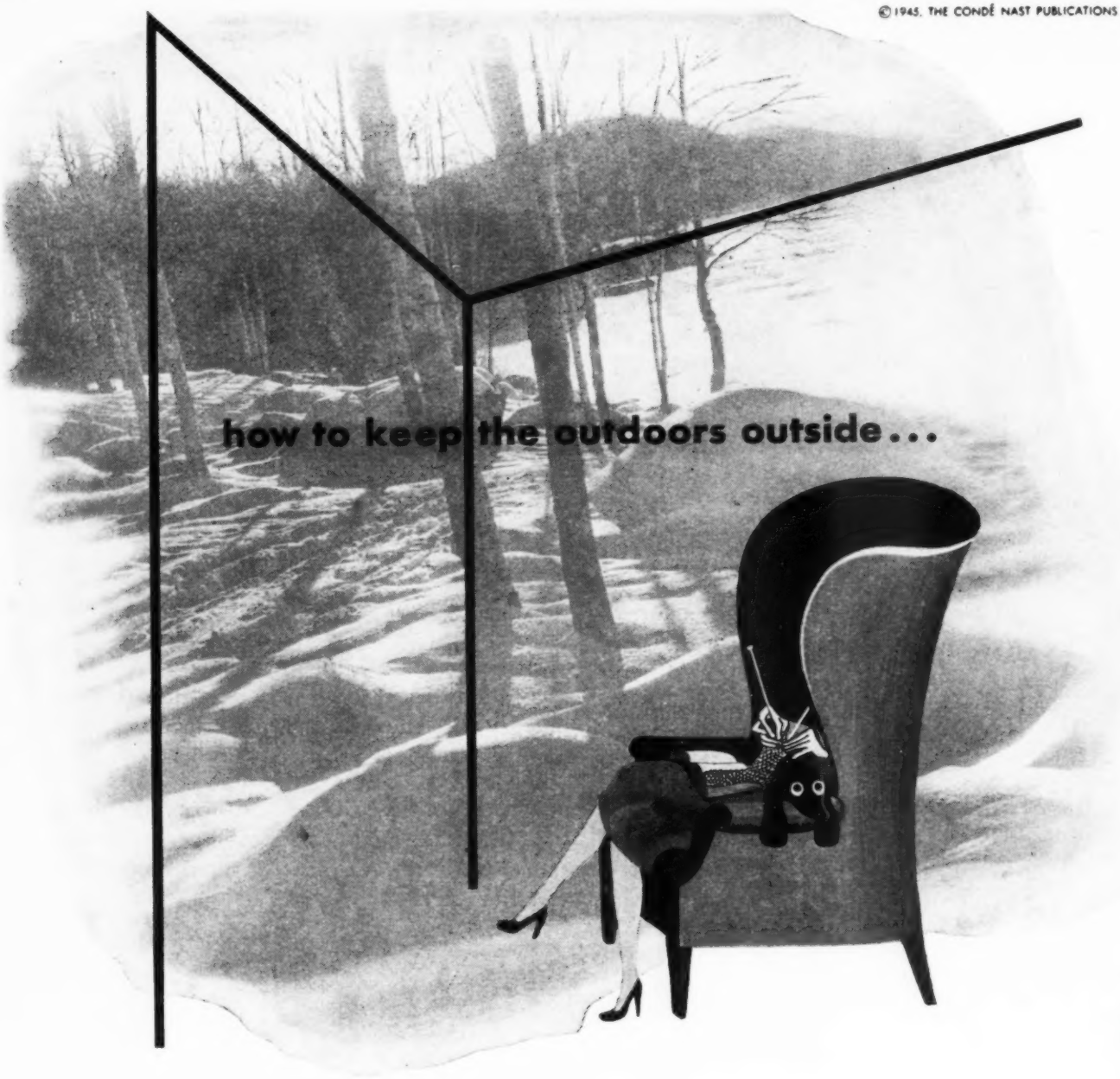
☐ ARCHITECT ☐ DEALER
☐ CONTRACTOR OR BUILDER

Name _____

Address _____

City _____ Zone _____ State _____

©1945. THE CONDÉ NAST PUBLICATIONS INC.

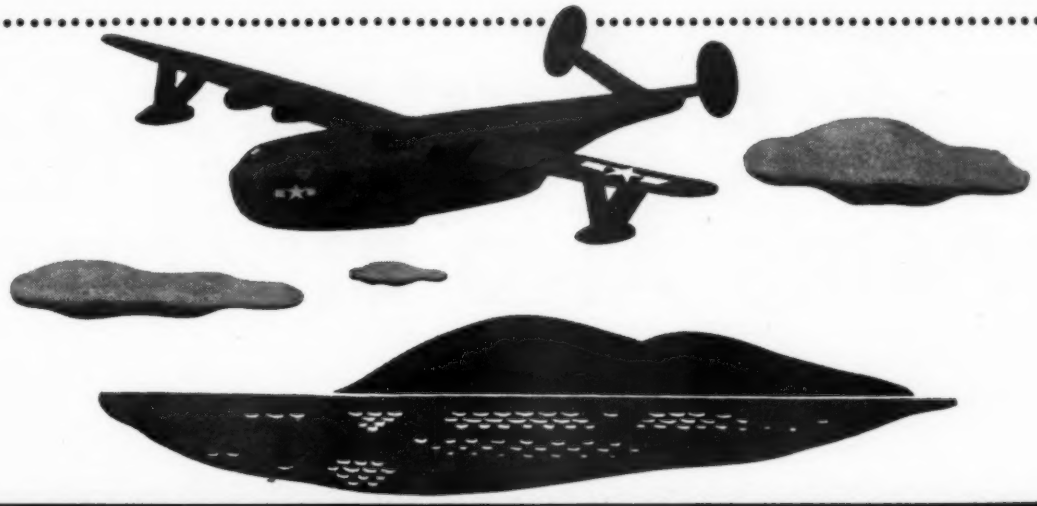


223,000 leading home-owners and home-builders are learning the what, where and how of insulation. March House & Garden discusses the outstanding types... and demonstrates that good insulation increases comfort, decreases fuel bills.

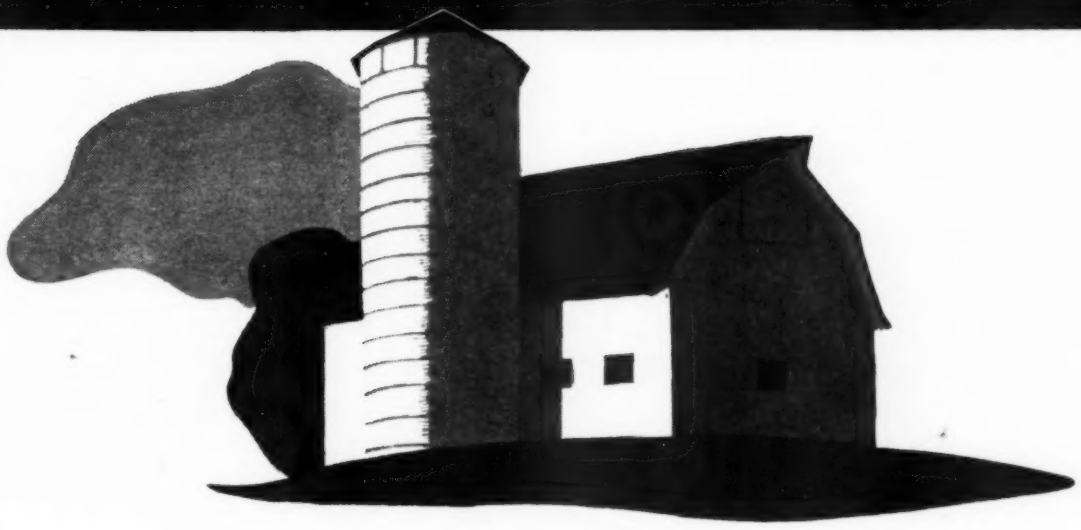
66% of House & Garden's readers will build, buy or remodel after the war. This leading market is not building castles-in-the-air but $13,000 houses-on-the-ground*, . . . $6,000 more than the average post-war house will cost.** For sound information on tested products, new methods, and modern materials ...America's most influential families follow House & Garden.

House & Garden | BLUEPRINTS FOR TOMORROW

*a House & Garden survey.
**F. W. Dodge.



Whether you build Bombers or Farm Houses . . .



.....your product can be improved with a Kimpreg* Surface

A revolutionary new alloy-like material is achieved by fusing to plywood's surface a cured plastic skin of KIMPREG. This resultant material is not a plywood in the ordinary sense, not a conventional plastic laminate. It is a brand new, better structural medium with countless applications in many products—including, very probably, those *you* plan for post-war production.

With KIMPREG, plywood is converted into an improved substance which can be machined, formed and fastened like ordinary wood—yet has a plastic's smooth, tough surface and beautiful, permanent, paintless finish.

KIMPREG adds the following advantages to plywood: 1) increases durability and flexural strength; 2) provides resistance to moisture and vapor; 3) armor-plates against extreme abrasion; 4) prevents surface checks; 5) diminishes grain-raising effects; 6) makes the material scuffproof, splinterproof, snag-resistant; 7) affords a stainproof, washable, "wipe clean" surface; 8) creates resistance to chemical action, decay, temperature-extremes, fire, vermin, and mold. Moreover, it is warm to the touch, does not have the chill "feel" of metal surfaces.

Today all KIMPREG is required for military needs, ranging from airborne "prefab" huts to glass-smooth tables for packing parachutes without snagging. Hence, the wartime color of KIMPREG is a soldierly olive-drab. Post-war, however, it will be offered in a variety of appealing hues.

Now is the time to investigate the possibilities of KIMPREG-surfaced materials for your *peacetime* requirements.

*TRADE MARK

Kimpreg TRADE MARK

A PRODUCT OF Kimberly Clark RESEARCH

Among the users of KIMPREG are: Buffelen Lumber & Manufacturing Company; Olympic Plywood Company; Washington Veneer Company; and The Wheeler, Osgood Company; all of whom are currently producing a Douglas Fir Plywood surfaced with KIMPREG. This product is sold under the trade name of Inderon.

Send Coupon for FREE KIMPREG Book to:
Kimberly-Clark Corporation, Neenah, Wis.
AB-345

Name _____

Firm _____

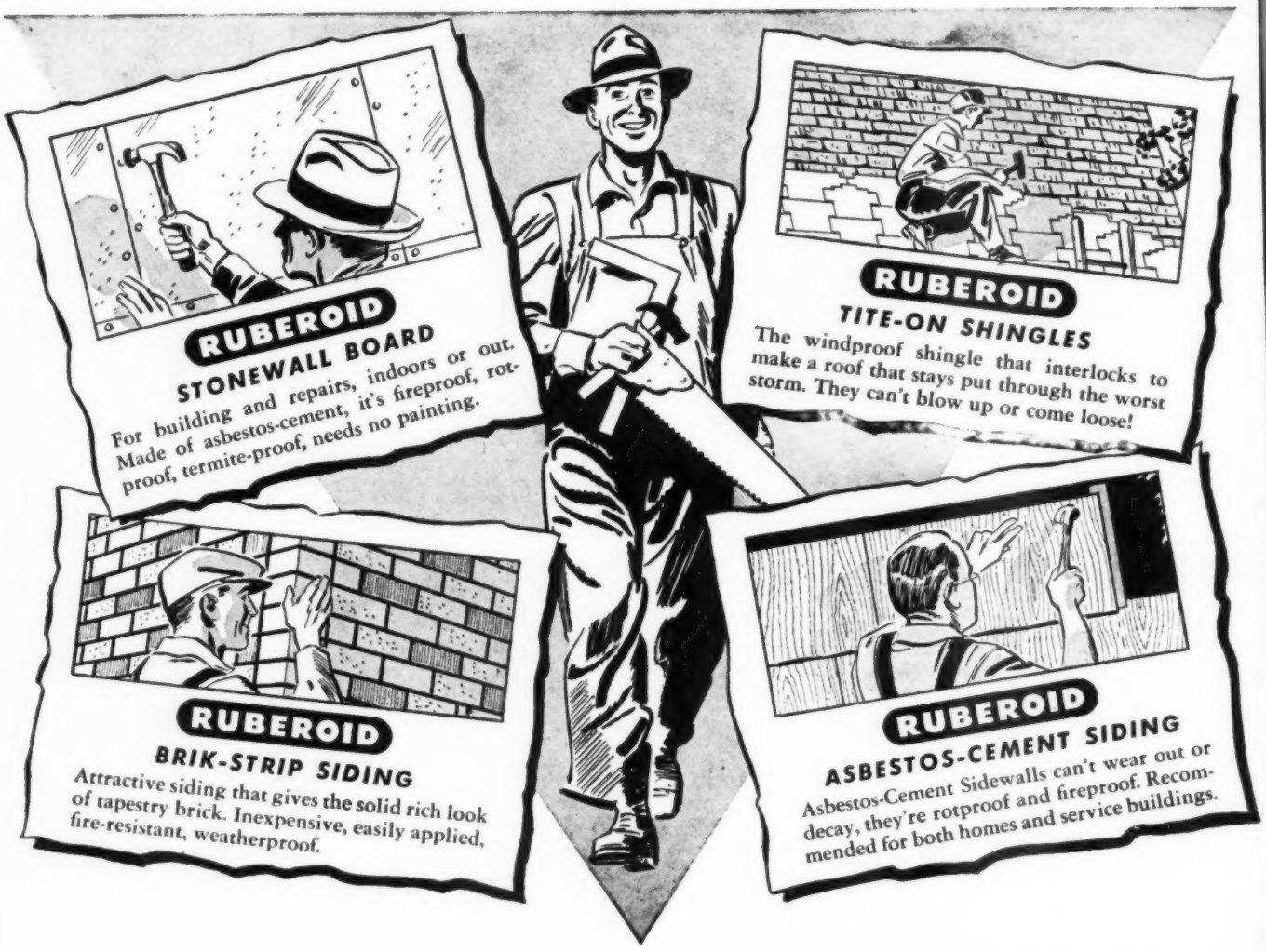
Type of Business _____

Address _____

City _____ State _____

FOR ESSENTIAL REPAIRS AND BUILDING...

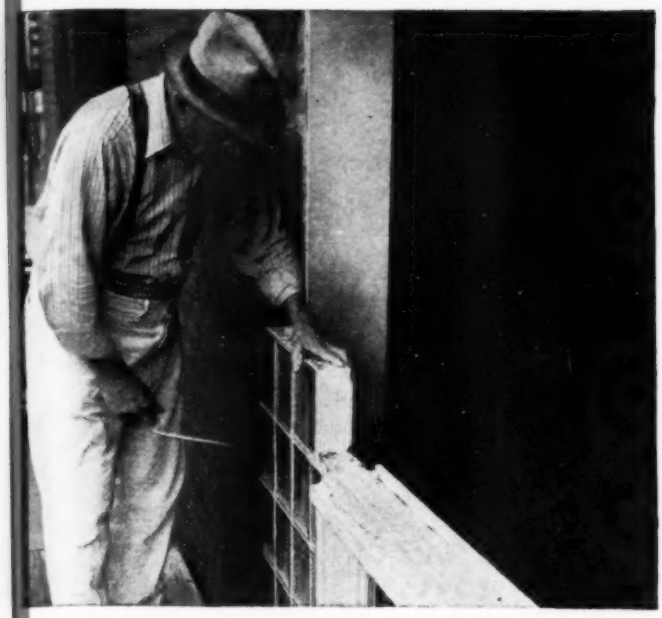
● Even in wartime it's necessary that essential repairs and building go on. Ruberoid gives you products to meet this need, with practical, available-now materials that enable you to work in the repair, re-siding and re-roofing fields. Here are four non-critical materials suited to the farm, home and industrial markets . . . materials you can count on to do the job right and hold down your costs. Ask your lumber and building material dealer about these fine Ruberoid products.



The RUBEROID Co.

Executive Offices: 500 Fifth Avenue, New York 18, N. Y.

ASPHALT AND ASBESTOS BUILDING MATERIALS . . . INSULATION AND INDUSTRIAL SPECIALTIES





PICTURE OF A MAN

BUILDING PROFITS WITH INSULUX

There's a lot of remodeling work to be had—*right now*—right in your own community!

Why not get your share of this new business? You can—*easily*—by offering to install panels and partitions of Insulux Glass Block.

Insulux is available now. And it is easy to install. In homes, stores, offices and factories!

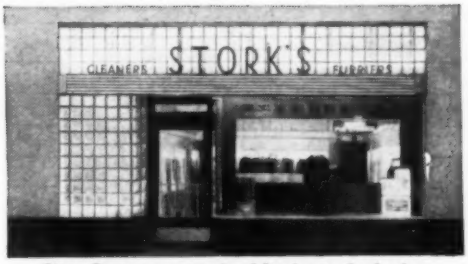
Insulux is a beautiful building material. Practical, too! It diffuses light far better than ordinary windows, and gives you privacy along with light. It reduces heat loss and condensation. It keeps out noise and dirt. And it reduces the cost of air conditioning.

Mail coupon below for full information.

OWENS-ILLINOIS

INSULUX

GLASS BLOCK



Store Owners use panels of Insulux to flood salesrooms with softly-diffused natural light.

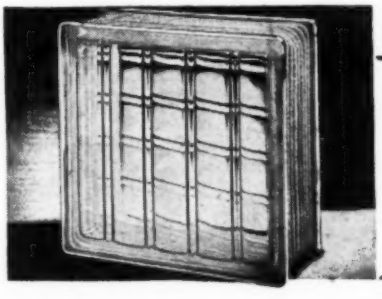


Building Managers use partitions of Insulux to transmit natural daylight from office to office.



Home Owners use panels of Insulux to brighten dark corners and add new beauty to an entrance way, kitchen, bedroom or bath.

Insulux Glass Block is a functional building material—not merely a decoration. It is designed to do certain things that other building materials cannot do. Investigate!



MAIL COUPON FOR FREE BOOKLET

OWENS-ILLINOIS GLASS COMPANY,
Insulux Products Div., Dept. B-145, Toledo 1, Ohio.

Gentlemen: Please send me, without obligation, your book entitled, "Rx for the Improvement of Buildings."

Name and Title_____

Firm Name_____

City_____ State_____



When that *air castle* settles to earth

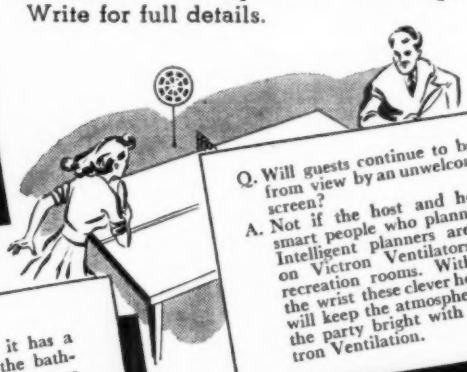


● It's fun to build castles in the air. Today millions of people are buying war bonds to pay for that dream home of the future. After the war, when that air castle settles to earth, the dreams will have to be tempered by practical reality.

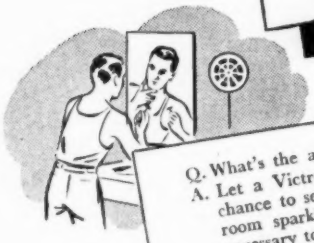
No building plan will be complete or satisfactory unless it provides for certain important essentials. For instance—adequate and intelligent ventilation. Write for full details.



Q. Will a clean, odor-free kitchen be a "must"?
A. *Definitely!* No woman would go on being a willing slave to grease, grime, heat and odors if she knew a way out. That's where a Victron Ventilator comes in—to provide cool, clean comfort for the housewife in the room where she spends the greater part of her time.



Q. Will guests continue to be hidden from view by an unwelcome smoke screen?
A. Not if the host and hostess are smart people who planned ahead. Intelligent planners are insisting on Victron Ventilators in their recreation rooms. With a flip of the wrist these clever home-owners will keep the atmosphere clear and the party bright with magic Victron Ventilation.



Q. What's the answer to bathroom "droopiness"?
A. Let a Victron Ventilator carry away the steam before it has a chance to settle. Continual circulation of air will keep the bathroom sparkling and fragrant. Gone are the days when it was necessary to open a window and risk a draft or get all steamed up while bathing. The Victron Ventilating Fan assures a well-ventilated, even-temperatured bathroom. Never again need hubby's shave suffer from the annoyance of a fogged-up mirror, for the Victron Ventilating Fan instantly whisks away the steam and moisture.

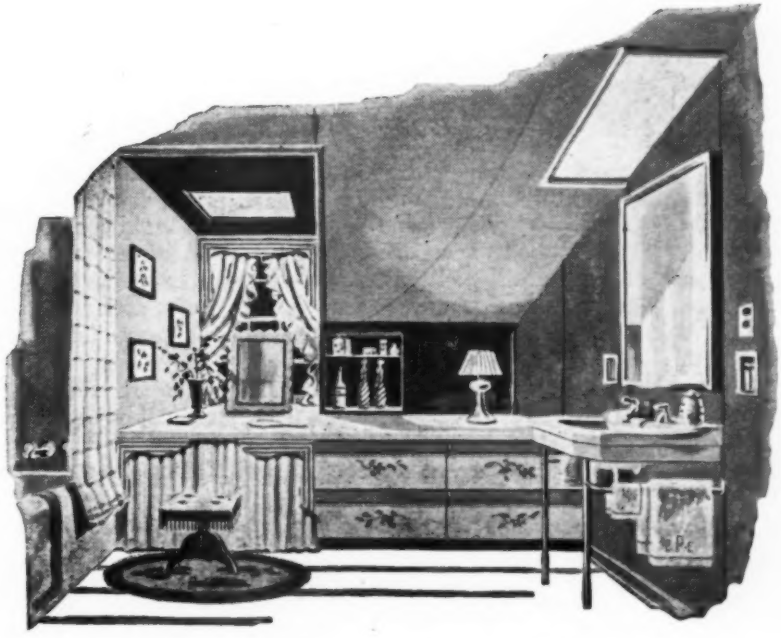
MANUFACTURERS OF VICTRON DESK AND PEDESTAL FANS—VICTRON VENTILATORS—VICTRON FANS—VICTRON AIR CIRCULATORS—VICTRON EXHAUST PORTABLE IRONERS—VICTRON F.H.P. MOTORS

VICTOR ELECTRIC PRODUCTS INCORPORATED

Dept. A.B.-345, 2950 Robertson Ave., Cincinnati, Ohio



THINK YOU CAN PRODUCE TWINS?



Here's an idea with wide appeal for the huge post-war remodeling market . . . just the sort of practical and attractive idea you can use to help a home-owner make up his mind. It's a bedroom and bath for the unfinished attic—"twins" in construction and in decoration. And an ideal job for Masonite* Presdwoods, the versatile building materials made from exploded wood fiber. They go up quickly and easily over bare rafters (or old plaster), producing easy-to-paint-and-clean walls, ceilings, built-in furniture—and even flooring.

You can create the most up-to-date bathroom interiors with Masonite Presdwoods. They are available in a ready-to-paint smooth surface or in custom finishes of gleaming baked-on enamel in a variety of designs and colors. They resist moisture, scrubbing, hard wear-and-tear . . . and you can rest your mind about cracking or splintering—these hardboards are *grainless*. Let us send you complete data. Write Masonite Corporation, Dept. AB-3, 111 W. Washington Street, Chicago 2, Illinois.

*"Masonite" is a trade-mark registered in the U. S. Pat. Off., and signifies that Masonite Corporation is the source of the product.

MASONITE BRAND PRODUCTS

POST-WAR PREFERENCE POINTS TO.... PLYWOOD



●*Here's the hall and stair-well of an all-plywood, dri-bilt home, designed by Julius Gregory, New York architect.*

Notice how the Bayott Weldwood walls combine the striking beauty that the public will demand in post-war homes with the advantages of dri-wall construction . . . in one durable Weldwood Hardwood Panel.

The public will demand modestly priced post-war homes with beautiful, unusual interiors.

You will be able to meet this demand . . . by building with Weldwood Plywood.

There's the advantage of dri-wall construction with its speed and, consequently, lower labor costs. Houses are ready for occupancy quicker, too.

You can obtain striking interior effects with Weldwood Hardwood Plywoods. Mahogany, Walnut, Oak, Birch . . . variety that enables you to offer color and style for every taste at a cost all your customers can afford.

For walls you want to paint or paper, economical Weldwood Utility Panels give you a permanently smooth hardwood undersurface . . . free from grain-raise and checking.

No worry about future trouble, either. *Weldwood Plywood Panels are guaranteed for the life of any structure in which they are used.*

Be sure you're ready to capitalize on the tremendous public acceptance for Weldwood when post-war building begins. More information is yours for the asking.

HERE'S *WHY* YOUR CUSTOMERS WILL WANT WELDWOOD:

STRUCTURAL ADVANTAGES

Dri-wall construction cuts building time as much as six weeks . . . eliminates dangers of warping, swelling and cracking in sash and woodwork due to the tons of water in plaster walls. All standard grades of Douglas Fir plywood are made in Weldwood's giant West Coast plants.

DECORATIVE FEATURES

Weldwood . . . in genuine mahogany, walnut, oak, knotty pine, figured gum, birch and Weldtex (striated Weldwood) . . . achieves the warmth and beauty of wood-paneled rooms at unbelievably low cost. Modern streamlined production has made this possible.

Inexpensive Weldwood Utility Panels, with satin-smooth hardwood faces, provide ideal wall surfaces for paper or paint . . . never show checking or grain-raise.

ECONOMY

Final results balanced against investment show Weldwood Plywood construction to give far more value per dollar than old-fashioned materials.

Because Weldwood can be installed rapidly . . . inside and out . . . building time is cut down, with resultant savings in labor cost.

DURABILITY

Weldwood Plywood Panels are crack-proof and are guaranteed for the life of the building. Weldwood walls are permanent walls, requiring no upkeep.

Weldwood
Plastics and Wood Welded for Good

Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents.

THE MENGEL FLUSH DOOR

Light . . . Strong . . . Permanently beautiful. Matches perfectly with Weldwood Walls.



WELDWOOD Plywood

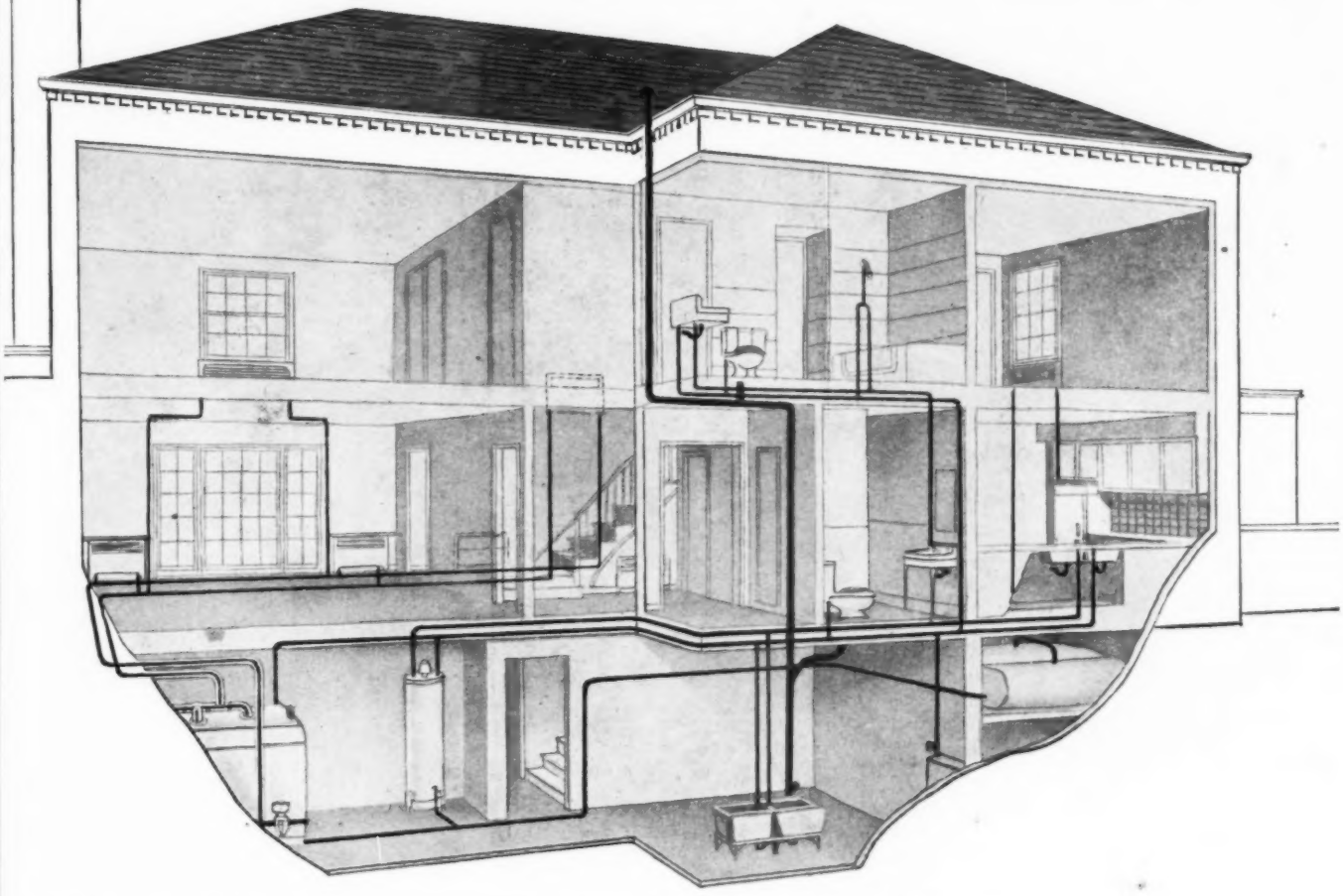
Weldwood Plywood and Plywood Products are manufactured and marketed by

UNITED STATES PLYWOOD CORPORATION *New York, N. Y.*

THE MENGEL COMPANY *Incorporated Louisville, Ky.*

Distributing units in Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U.S.-Mengel Plywoods, Inc., distributing units at Atlanta, Jacksonville, Louisville, New Orleans. Send inquiries to nearest point.

SPECIFY STREAMLINE COPPER PIPE FOR THE ARTERIES OF THE POST-WAR HOME



When specifying or installing a plumbing or heating piping system, the following leading questions concerning the arteries of the building should be of paramount importance. You should be able to answer them with a positive "yes".

Will the piping system continue to give peak service year after year for the life of the building?

Will the modern fixtures in the bathroom, kitchen and laundry be adequately supplied with a full flow of water?

Will the radiators maintain their maximum efficiency in heating every room in the house?

Will it be free from leaks, particularly in concealed places behind the walls and between floors and ceilings?

Will it be forever free from internal clogging due to rust?

Will it actually add to to resale value of the property?

If the answer to any of these questions is NO —then you are not installing the piping system that will give you the utmost for the money expended, but if you wish to answer all these questions with a positive YES—then your choice will be genuine STREAMLINE Copper Pipe and STREAMLINE Fittings and you will specify and accept nothing else.

A STREAMLINE piping system offers the greatest possible resistance to rust and leaking water. It provides a lifetime, trouble-free, plumbing or heating system that, with the possible exception of extremely abnormal water conditions, will outlast the building in which it is installed. Plan on specifying and installing STREAMLINE Copper Pipe and Fittings for your postwar construction—or for replacement.

STREAMLINE
PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
PORT HURON, MICHIGAN

Home-planners acclaim

Duo-Use Bathroom



Newest innovation by **"Standard"** *makes bathroom do double duty*

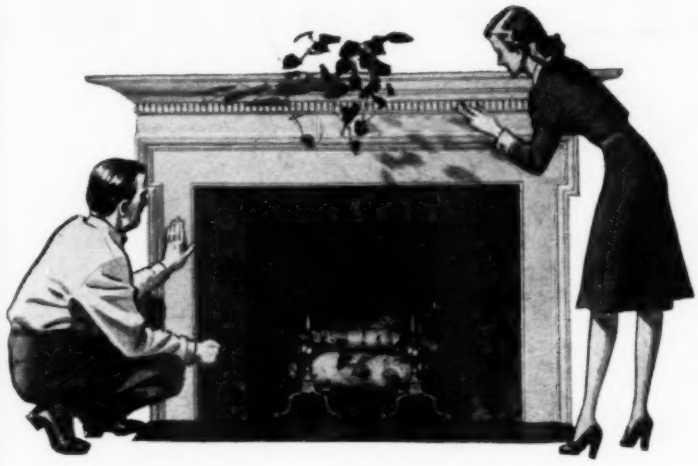
TODAY the talk of the town is the **"Standard"** Duo-Use Bathroom. Magazine editors, architects, builders and home planners everywhere are fascinated with the possibilities of this newest idea in bathrooms.

A room as small as 7x9 feet can be divided with connecting door for double duty—one part for bath and shower, the other for water closet and lavatory. No extra fixtures. No extra piping.

"Standard" is spreading the good news. So are leading home magazines. Get all the facts from **"Standard"** and be ready to help your prospects plan a **"Standard"** Duo-Use Bathroom.

AMERICAN RADIATOR & Standard Sanitary

New York CORPORATION *Pittsburgh*



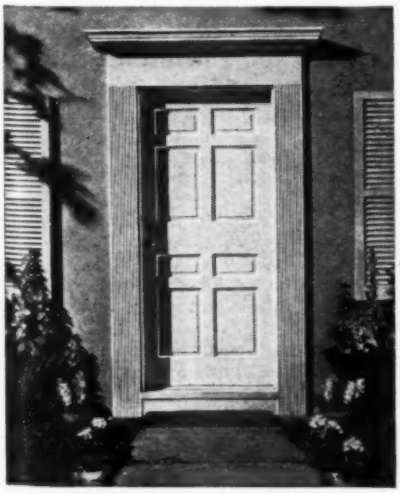
because they'll be *choosey* you'll want CURTIS WOODWORK

WHAT the public wants in post-war woodwork is—plenty! Authentic styling is near the top of the list. Fine detailing. Sound construction. A variety of designs to meet every taste. *And all at moderate cost!*

You can meet this big order—easily—with Curtis stock woodwork. For Curtis Woodwork is nationally known for its fine design. It is precision manufactured . . . available in a wide variety of styles. Curtis has been famous for quality woodwork since 1866. And Curtis Woodwork is available for every purse—for every style or size of home. To keep abreast of modern woodwork developments, get in touch with Curtis. Mail the coupon for interesting, informative literature.



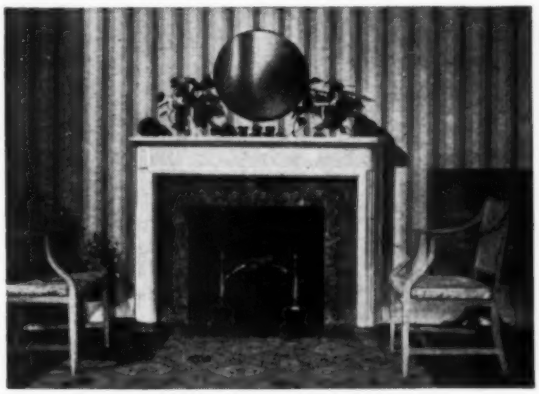
No home you plan need lack a graceful stairway—for Curtis stairways, made up of stock parts, provide correct architectural design at moderate cost. Several style selections.



Finely detailed, yet sturdily constructed, Curtis entrances give any home that "out-of-the-ordinary" look. This is only one of many Curtis stock designs.



Curtis china cabinets help you add a greater measure of beauty to post-war homes. Made with and without doors in wide price range.



Curtis mantels—beautifully detailed—will be available in a wide variety of styles for post-war building. These mantels combine the best features of traditional design with sound workmanship and construction.

MAIL THE COUPON FOR INFORMATION!

1866 CURTIS WOODWORK

Curtis Companies Service Bureau
Dept. **AB-3W**, Curtis Building
Clinton, Iowa

Gentlemen: Please send me information on Curtis Stock Woodwork for post-war homes.

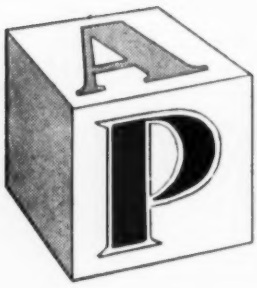
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Address.....

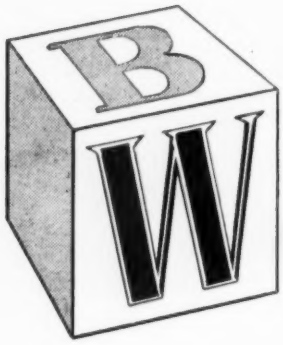
City.....*State*.....

MESKER STEEL WINDOWS

...installed in a Jiffy!

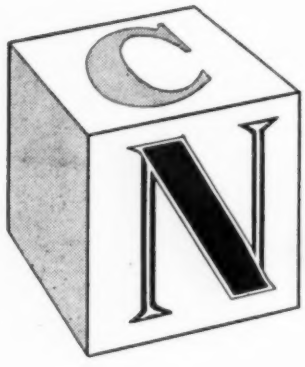


Plumb



edge

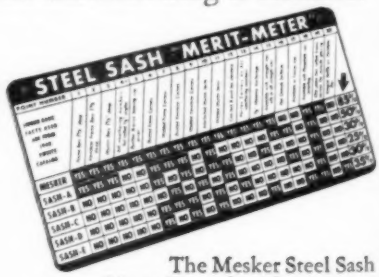




ail

Installation of Mesker Steel Windows *now is Easier, more Economical!*

Here's a complete "one-package" steel casement that is installed in any frame or brick and frame wall in less than 5 minutes! A steel casement that comes complete with assembled wood frame . . . including drip cap, blind stops, sill and stiles . . . delivered to the job already glazed. 5 minutes to install it into the wall, another 3 minutes to put on the inside trim . . . and the job is finished! It's the *new* Mesker Steel Window with loads of features. The window you'll want to use when peacetime manufacturing is resumed.



The Mesker Steel Sash Merit Meter based on sworn facts from Sweets Catalog that has time and time again proved the quality supremacy of Mesker Windows.

Mesker

STEEL WINDOWS

MESKER BROTHERS • 430 SOUTH 7th STREET (2) SAINT LOUIS

SPECIFY GAR WOOD HEATING EQUIPMENT FOR MAXIMUM EFFICIENCY



GOOD HOMES DESERVE

Gar Wood

HOME HEATING EQUIPMENT

THE ORIGINAL BURNER UNITS

BE SURE that your homes will be just as comfortable and inexpensive to heat as you have planned them to be. Recommend the heating equipment that is famous for efficient, economical performance . . . Gar Wood oil or gas-fired Tempered-Aire or Boiler Burner Units.

Actual Surveys Prove the Efficiency and Economy of Gar Wood Tempered-Aire

Prewar Fuel Consumption in Gallons per Square Foot of Floor Area

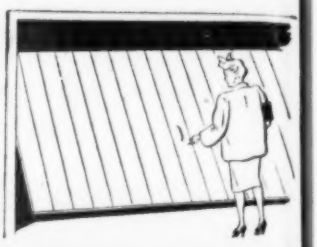
IN ROCHESTER	
Average for territory	1.65
Average GAR WOOD equipped	.77
IN TOLEDO	
Average for territory	1.54
Average GAR WOOD equipped	.77
IN DETROIT	
Average for territory	1.54
Average GAR WOOD equipped	.71
IN HARTFORD	
Average for territory	1.30
Average GAR WOOD equipped	.90
IN DREXEL HILL, PA.	
Average for territory	1.18
Average GAR WOOD equipped	.85
IN RICHMOND	
Average for territory	.97
Average GAR WOOD equipped	.86

GAR WOOD INDUSTRIES, INC., HEATING DIVISION

7924 RIOPELLE STREET DETROIT 11, MICHIGAN

HOISTS and BODIES . . . WINCHES and CRANES . . . TANKS . . . ROAD MACHINERY . . . MOTOR BOATS

NO HOME TOO HUMBLE ★ ★
NO MANSION TOO MAJESTIC



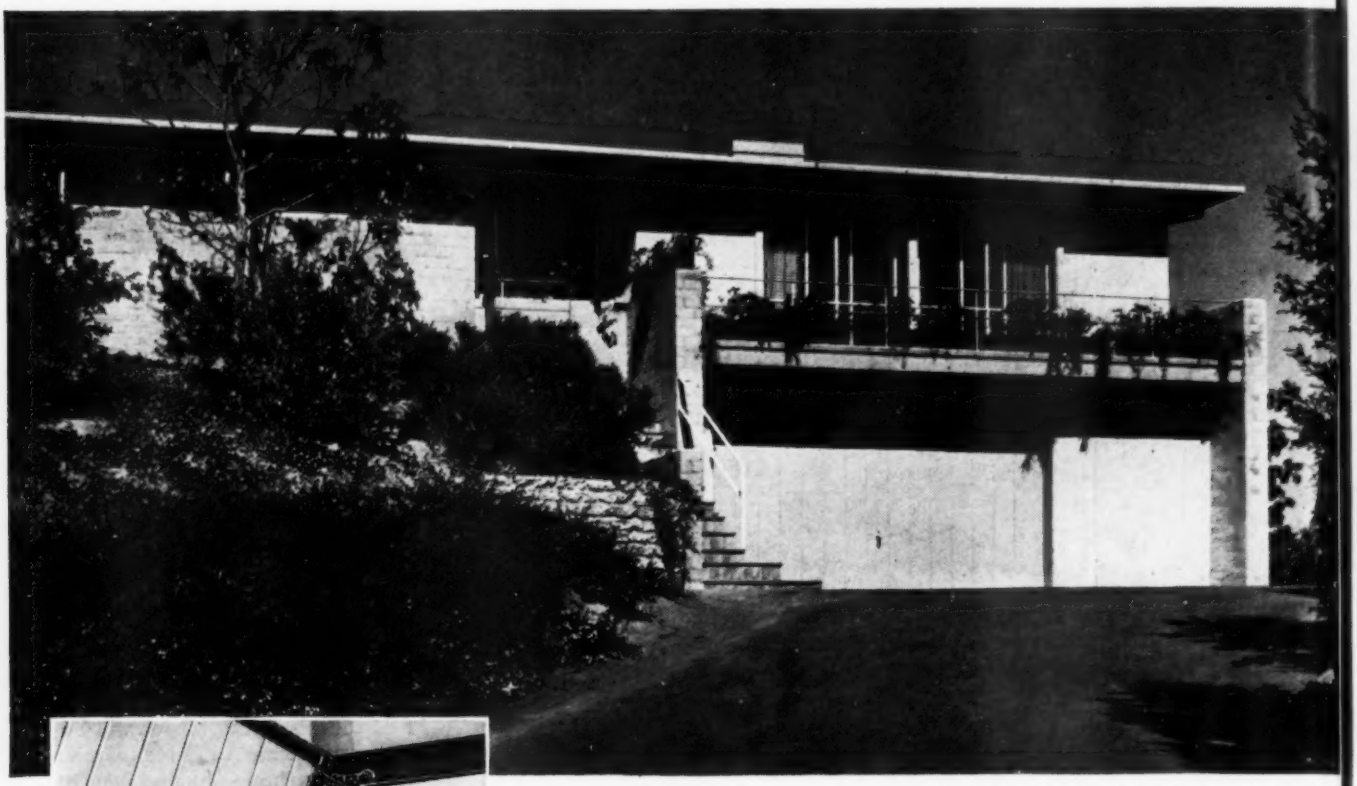
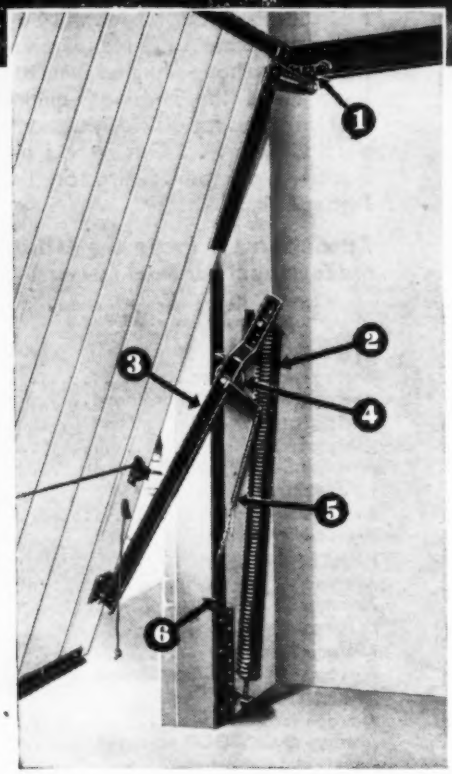


Photo Courtesy J. R. Davidson, West Los Angeles, Calif.



① Hangers have roller bearings for easy operation, fibre wheels for silence. Can't be derailed. ② Power springs are over-size. ③ Channel iron arms transmit spring power through a smooth arc. ④ Automatic brake stops door at full open or closed position. ⑤ "Automatic opener" starts door upward as latch is released. ⑥ Steel weather strip keeps weather out; simplifies and speeds up installation by locating holes for bolts and lag screws.

WHY "OVER-THE-TOP" DOOR EQUIPMENT WILL LEAD THE "OVER-HEAD" FIELD

The selling advantages that put "Over-the-Top" Door Equipment out in front of the over-head door field in the years before civilian goods manufacturing restrictions were in force, will assure this unique product the same envied position when the war is won. Why? Because "Over-the-Top" is not a rich man's toy, nor is it a poor man's "make-do". Its unusual simplicity of construction and operation intrigues everyone . . . makes possible over-head door convenience at a popular price. "Over-the-Top" equipment works with equal ease on standard stock doors (joined together with angle irons and bolts furnished) or on architecturally designed one piece doors. For full information on this revolutionary home convenience, write —

FRANTZ MANUFACTURING CO. • STERLING, ILLINOIS

If you have experienced any difficulty in obtaining Frantz Products, it is due to preference being given to War Production.

FRANTZ
Guaranteed BUILDWARE

ARMY E NAVY



TO GIVE YOUR HOUSES EXTRA APPEAL
"Open" the walls with GLASS

AFTER

BEFORE



Here's a good thought to keep in mind as you plan your postwar houses.

Rooms that are flooded with cheerful sunshine . . . rooms with an exciting view of the outdoors . . . have the extra appeal that leads to quicker sales and satisfied owners.

The pictures above illustrate the point. Same room . . . but compare this room for beauty and appeal, before and after the walls were "opened" to daylight and view—with glass.

In some climates, large windows have presented a problem of heat loss on coldest days. But that problem has now been answered by Libbey·Owens·Ford's amazing new Thermopane, the windowpane that insulates.

Thermopane is described briefly at right. But if you want all the facts . . . the sizes, weights and types of glass in which Thermopane can be fabricated . . . insulation values . . . how to install Thermopane, write for copies of our illustrated Thermopane book and our new Technical Data Sheets by Don Graf. Libbey·Owens·Ford Glass Company, 1135 Nicholas Bldg., Toledo 3, Ohio.

Thermopane ... **the windowpane that insulates**

Makes big windows practical in any climate

Thermopane provides effective insulation because a dehydrated layer of air is hermetically-sealed between its two panes of glass. Thanks to the patented Bondermetic Seal, used to prevent dirt and moisture infiltration, there are only two glass surfaces to clean.



This double-glass windowpane fits into a modified sash, just like a single pane of regular glass . . . stays in all year. It's a modern, practical way to provide the benefits of bigger windows, with assurance of winter comfort and heating economy.

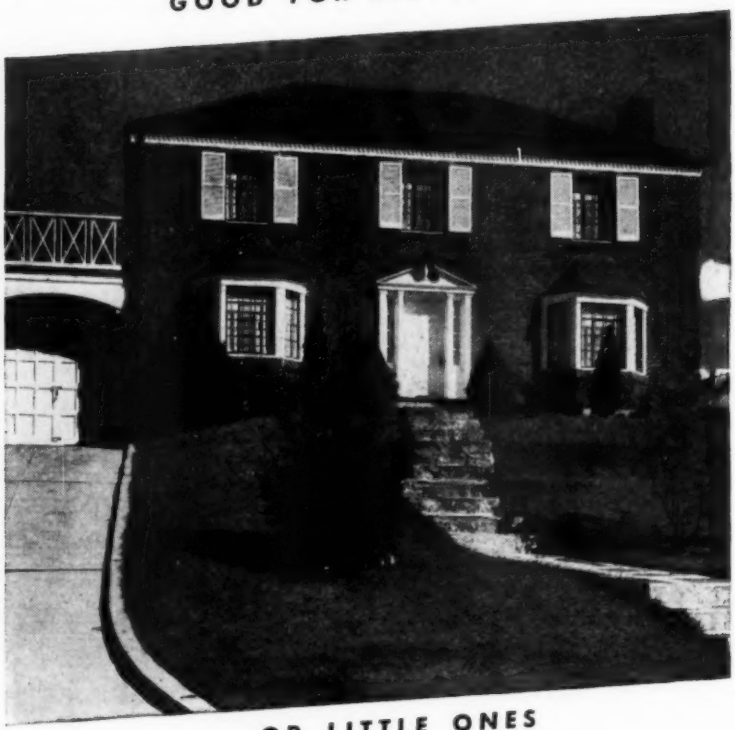
L O F **LIBBEY·OWENS·FORD**

a Great Name in **GLASS**

USE "PENNVERNON" ...not just "Window Glass"



GOOD FOR BIG JOBS . . .



. . . OR LITTLE ONES

FOR QUALITY WINDOW GLASS, Pennvernon was chosen for this important industrial building. The freedom from distortion and the brilliant surface finish fit Pennvernon Window Glass for exacting jobs like this.

PENNVERNON WINDOW GLASS also gives the final touch of quality and good looks to the windows of modest homes like this.

For big buildings or small, use Pennvernon... the window glass that has made a name for itself!

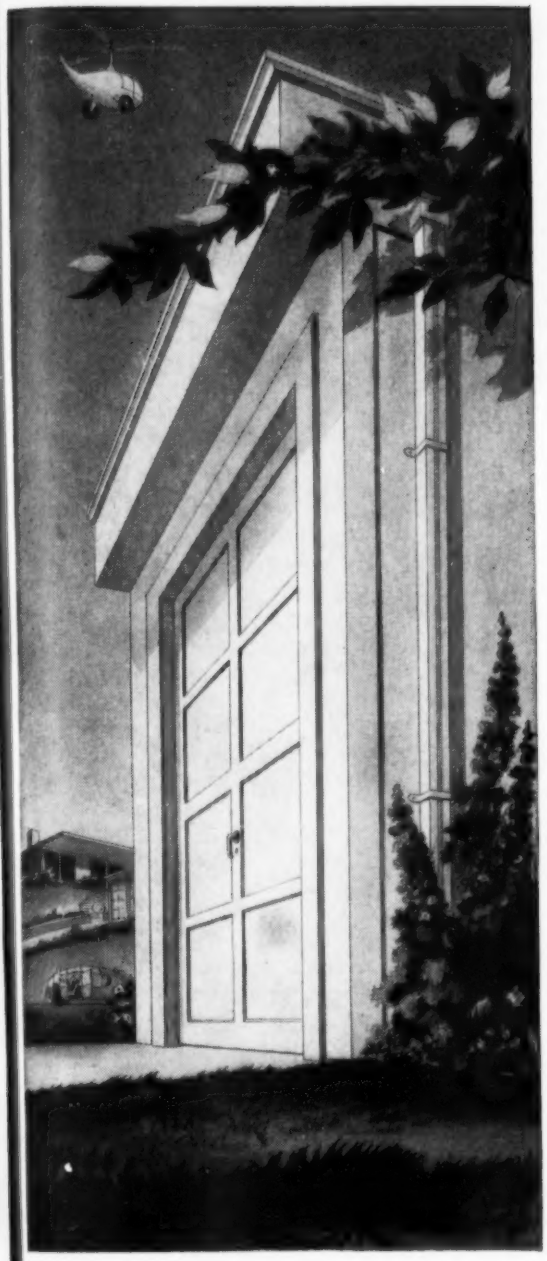
Pennvernon simple strength Window Glass

PENNVERNON window glass

PITTSBURGH PLATE GLASS COMPANY
2141-5 GRANT BUILDING, PITTSBURGH 19, PA.

"PITTSBURGH" stands for Quality Glass and Paint

PPG



A Trouble-Free Easier-to-Install Overhead Door

READY for production the moment war restrictions are lifted is an *improved* self-energizing, overhead-type CRAW-FIR-DOR. It will be more durable, more trouble free, easier to install and operate. Two important factors will make this true: (1)—The Crawford Door Company, maker of Craw-Fir-Dor hardware, has gained valuable precision experience through war-time manufacture of parts for fighting planes. (2)—An extensive research program has thoroughly explored the Craw-Fir-Dor operating principle, improving mechanical detail.

Craw-Fir-Dor can be specified now for early postwar building. Production plans are fully developed and the improved Craw-Fir-Dor will be ready within weeks after the "go-ahead" is given.

For special residential or industrial installations, write: Crawford Door Company, Detroit, Michigan, maker of a complete line of sectional, overhead-type doors.

Craw-Fir-Dor

SELF-ENERGIZING · ONE PIECE · OVERHEAD TYPE

GARAGE DOOR

FIR DOOR INSTITUTE

The National Association of Fir Door Manufacture

Tacoma 2, Washington

Announcing the formation of

PRECISION-BUILT

REG. U. S. PAT. OFF

HOMES

CORPORATION

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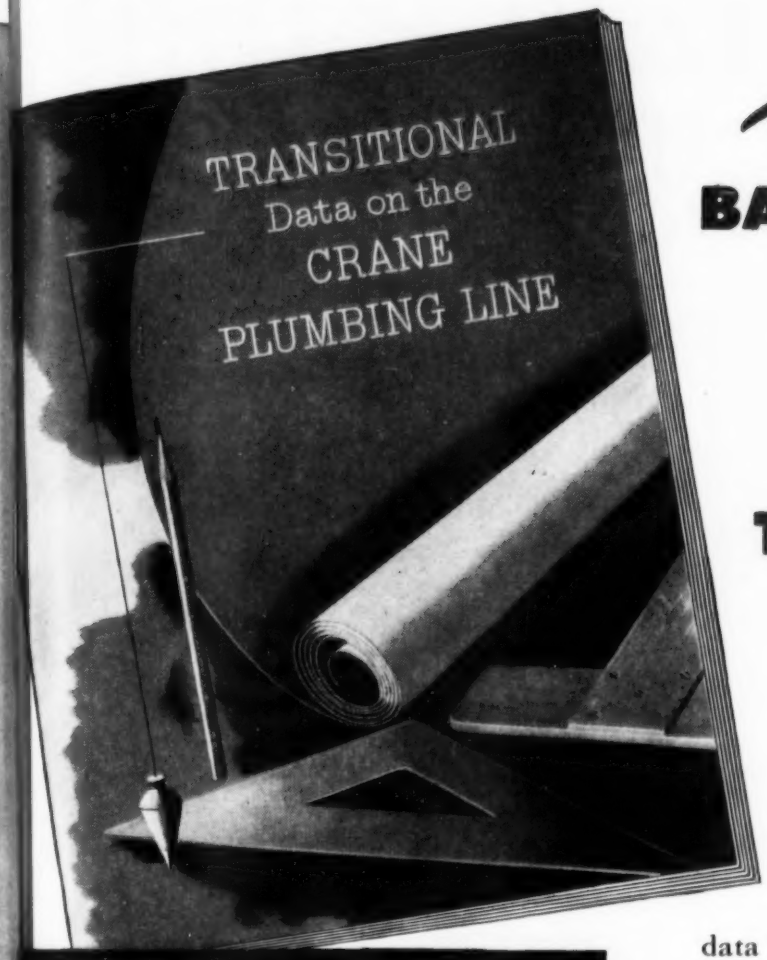
With an authorized capital of $1,000,000, Precision-Built Homes Corporation becomes the largest single corporate organization in the country devoted exclusively to the promotion of housing construction.

Under a broad program of expansion, the company will promote the Precision-Built System of Construction by: (1) merchandising Precision-Built Homes directly through selected department and furniture stores, as well as to operative builders, lumber dealers, contractors, realtors, insurance companies, lending institutions, prefabricators, industrial companies for employees, and through the export market; (2) licensing Precision-Builders to set up fabricating plants in major centers to service department and furniture store customers, and other outlets for Precision-Built Homes. It is planned to blanket the country with non-competitive fabricating plants, operating on a 75-mile radius.

Precision-Built Homes Corporation will continue the intensive research and study—originated nine years ago by Homasote Company—whereby it has become possible to apply mass production methods to conventional construction, without sacrificing flexibility of design. Licensees are ready to start large-scale home-building—just as soon as wartime restrictions permit. Precision-Built Homes Corporation invites inquiries on all phases of its activities.

pbh

PRECISION-BUILT HOMES CORPORATION . . . TRENTON 3. NEW JERSEY



BASIC *Plumbing data* TO HELP YOU PLAN

FOR the homes you are planning to build, you want to know right now the exact sizes and dimensions of plumbing fixtures that will be available after the war. Crane Co. has prepared a basic data book which brings you this vital information. With this book you can plan the sanitary facilities in perfect safety, as all essential planning data on the Crane postwar line are given.

This booklet does not attempt to show Crane's future line which is being developed right now and will include a wide range of fixtures to meet the needs of every type of structure. When this line is introduced, you will find many new designs and improvements that have been developed by Crane designers and Crane engineers. At the same time you are assured of the sturdy reliability and the same high regard for quality that you have a right to expect from equipment carrying the name Crane.

A copy of the Crane Data Book will be sent on request.

PRODUCTS AVAILABLE NOW

The plumbing fixtures shown here are typical of the quality Crane equipment available for today's modernization and essential new construction.



CE 19-563 SINK



CE 11-004 CLOSET



CE 625 LAVATORY



CE 3020 BATHTUB

CRANE

CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVENUE, CHICAGO 5

PLUMBING • HEATING • PUMPS
VALVES • FITTINGS • PIPE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

BASIC ENGLISH...AGE OF FLYING AND TOMORROW'S LUXURIES



1. Bridging The Gap between the scientist's language and layman's is part of our editorial mission. Therefore, Willis N. Carrier, (center) Board Chairman, Carrier Corp., and L. N. Hunter, Research Head, National Radiator Co. test House Beautiful's Editor Ralph Bailey's vocabulary, so he can gratify, in simple basic English the public's curiosity about what makes air-conditioning tick.



2. Flying High yourself is the only way to determine how the predicted age of Private Planes will affect people's homes and community living. So Editor-in-Chief Elizabeth Gordon took a flying course. And for her down-to-earth conclusions on the subject, read "Will You Fly Your Own Plane After The War?" in the March House Beautiful.



3. Complete Coverage of the Post-War picture takes in plans for Post-War fabrics and fabric finishes. And here's Marion Gough, Chairman of House Beautiful's Post-War Textile Committee, previewing the subject with Albert C. Woodruff, Vice-President, Banco, Inc. Read her article "You Are Going To Need A New Definition Of The Word 'IMPRACTICAL'" in the March House Beautiful.



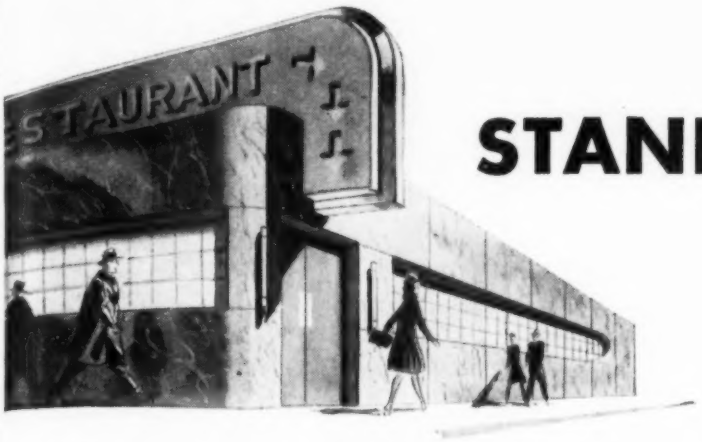
4. Trend-Spotter House Beautiful foresees a wider market for luxury goods because of increased war incomes. Finding out what Retail Stores intend doing about the matter, takes House Beautiful Editor Sara Little to John Brennan, Ad Manager of Georg Jensen, Inc. Here they discuss that store's Post-War plans for serving the larger market for luxury items.

HOUSE BEAUTIFUL is the magazine that interprets your market for you! It's FIRST in the home field... the must magazine for those who make it their business to know their business.



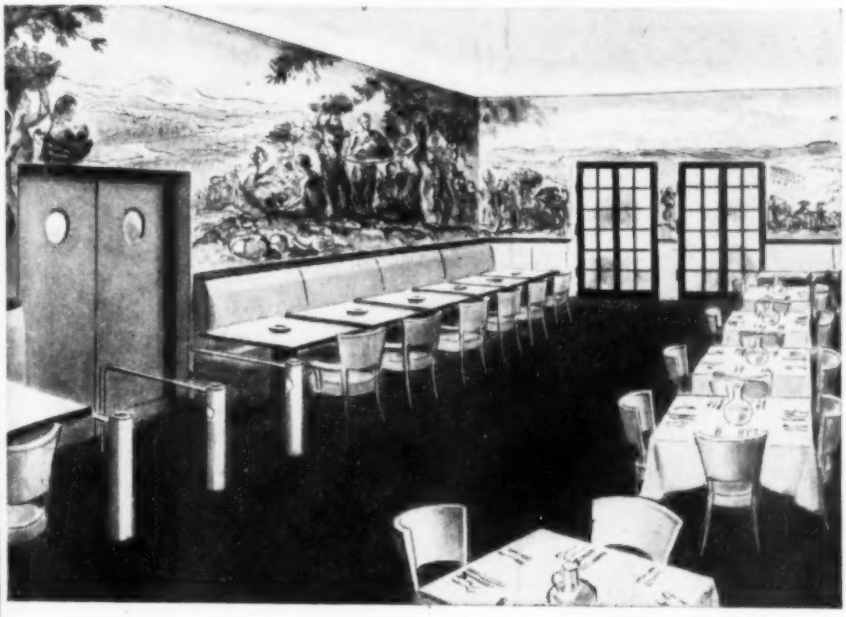
It's Right from

HOUSE BEAUTIFUL



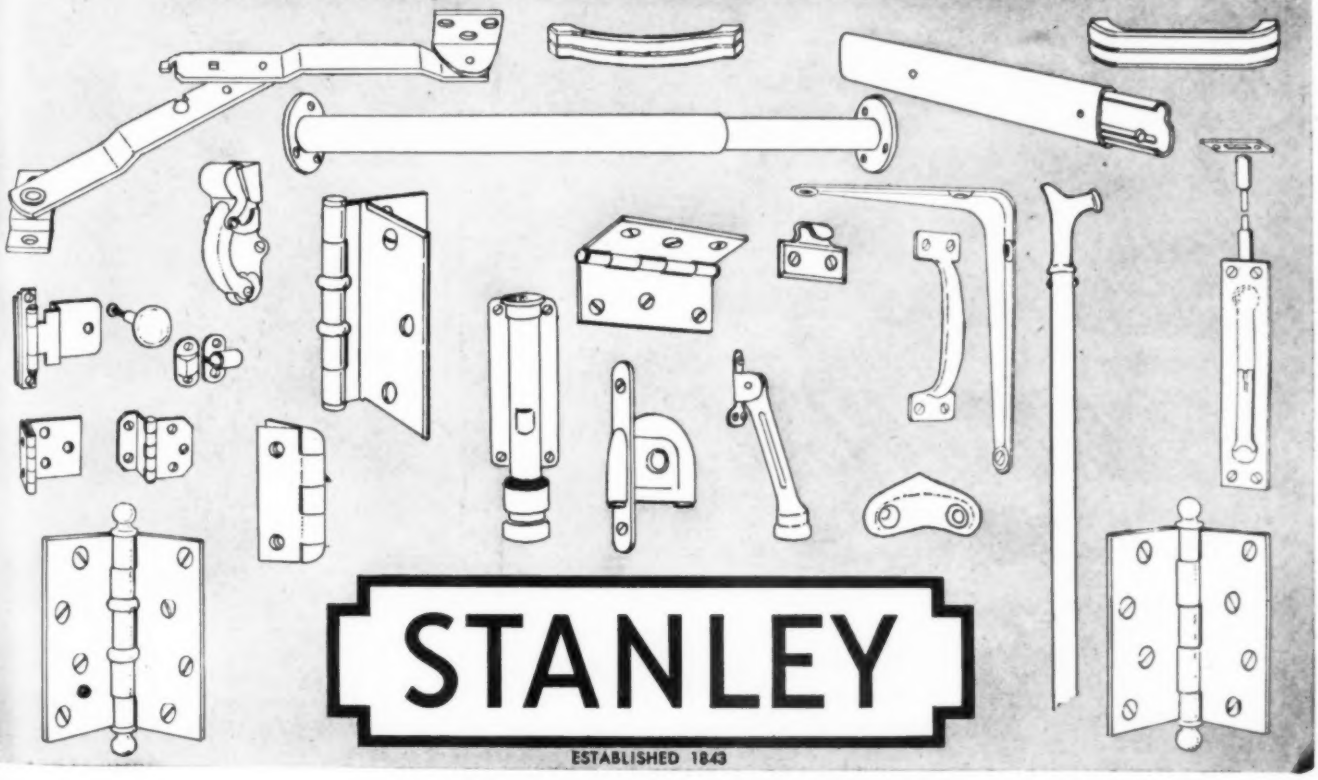
STANLEY HARDWARE

for Restaurant Construction



When your community is freed from building restrictions, be ready to serve all who need hardware – the builders in modern style as well as those who prefer the traditional. Stanley Hardware – always handsome, efficient and enduring – will be available in variety to meet every choice. The Stanley Works, New Britain, Connecticut.

Typical Stanley Hardware Items for the Restaurant



STANLEY

ESTABLISHED 1843



Balsam-Wool DATA SHEETS —YOURS FOR THE ASKING!

These sheets offer you a convenient, authoritative source for data on applying insulation . . . because they represent the best application practices . . . because they help you provide greater owner-satisfaction in insulated structures. Prepared by the makers of Balsam-Wool—leaders in the field of blanket insulation—these data sheets are yours for the asking, without obligation. Mail the coupon for your set!



Balsam-Wool

SEALED INSULATION

1. Windproof
2. Moisture-proofed
3. Fire Resistant
4. Lasting
5. Non-settling
6. Highly Efficient

BALSAM-WOOL • NU-WOOD
Products of Weyerhaeuser

WOOD CONVERSION COMPANY
Dept. 119-3, First National Bank Bldg.
St. Paul 1, Minnesota
Gentlemen:
Please send me set of application data sheets.
Name ..... Address .....
City ..... State .....

Just 4 Lag Screws Needed to Install the BERRY Aluminum Overhead GARAGE DOOR



No Tracks, No Weights, No Exposed Springs

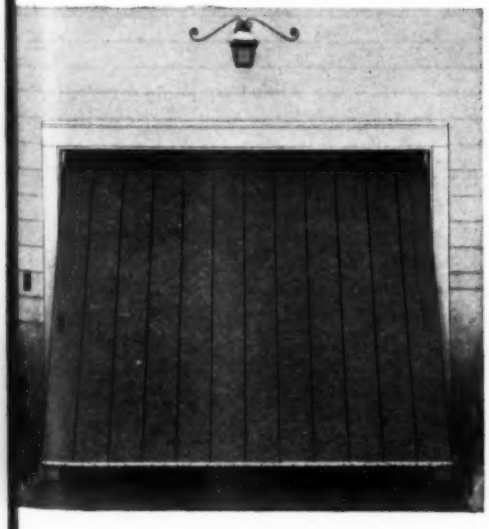
The simple, positive operating mechanism is completely inclosed in a single compact unit mounted out of the way on the back of the door. The door is furnished with all hardware attached, ready for installation.

THE Berry Aluminum Overhead Door is without question the easiest-to-install overhead door on the market! Insert four lag screws and hang the door. Attach the lock, striker plate, and weatherstrip—and the job is complete! No overhead tracks, braces, girders, or weights to clutter up the interior of the garage. No exposed springs or levers to pinch fingers or tear clothing.

In spite of the fact that this is probably the lightest overhead door on the market, reinforced, aircraft-type all-metal construction provides a permanently rigid structure and eliminates any possibility of sagging or buckling.

Surprisingly low in price, the Berry Door meets the requirements of even the most modest home.

Orders are now being accepted for postwar delivery.

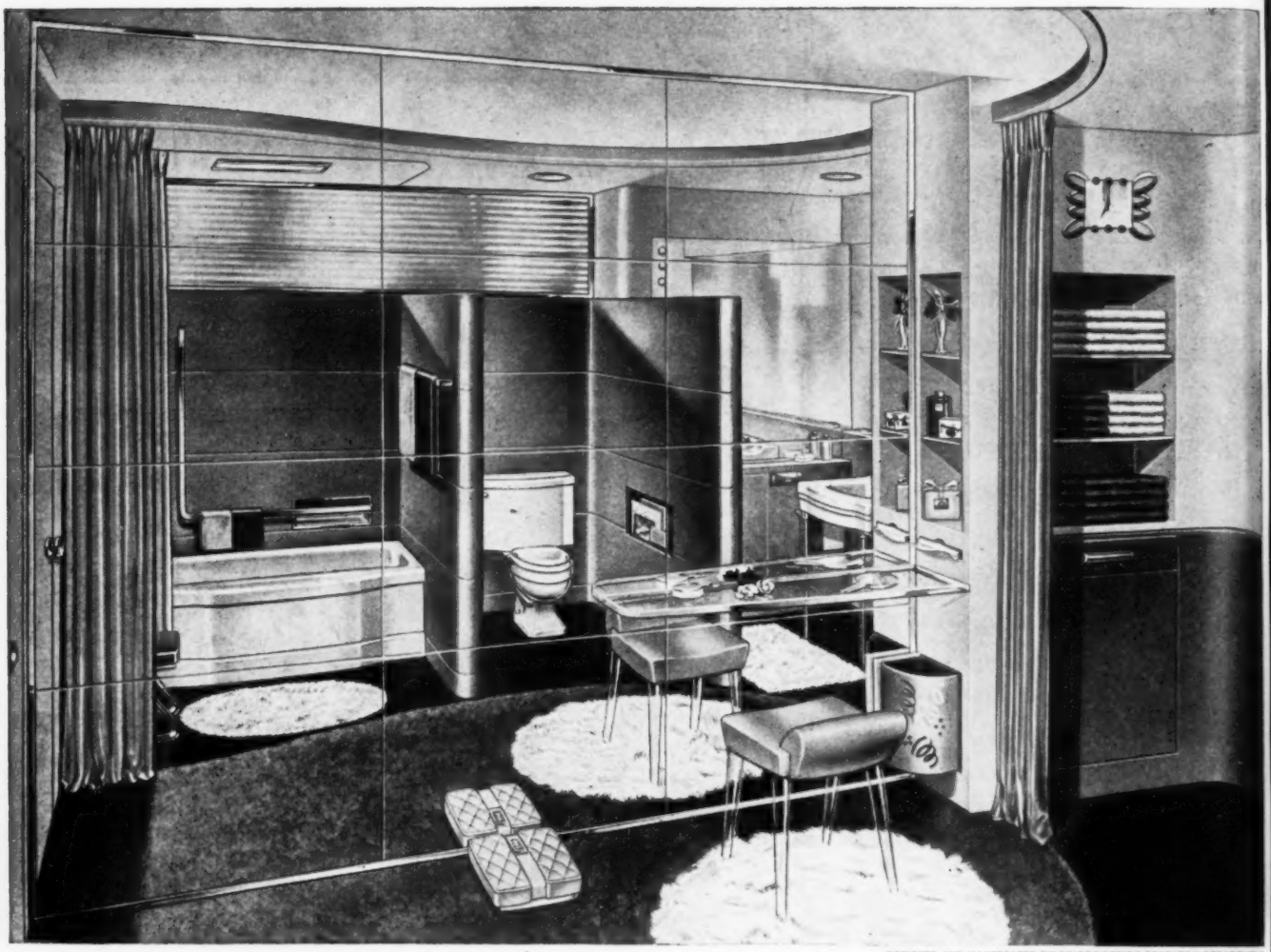


Simple, clean-cut design harmonizes perfectly with any architectural scheme, and adds beauty and distinction to the building.

Complete Franchises Available. Write on Your Letterhead for Complete Information

BERRY DOOR COMPANY

BIRMINGHAM, MICHIGAN



DESIGNED AND ILLUSTRATED BY BRIGGS DESIGN RESEARCH DEPARTMENT

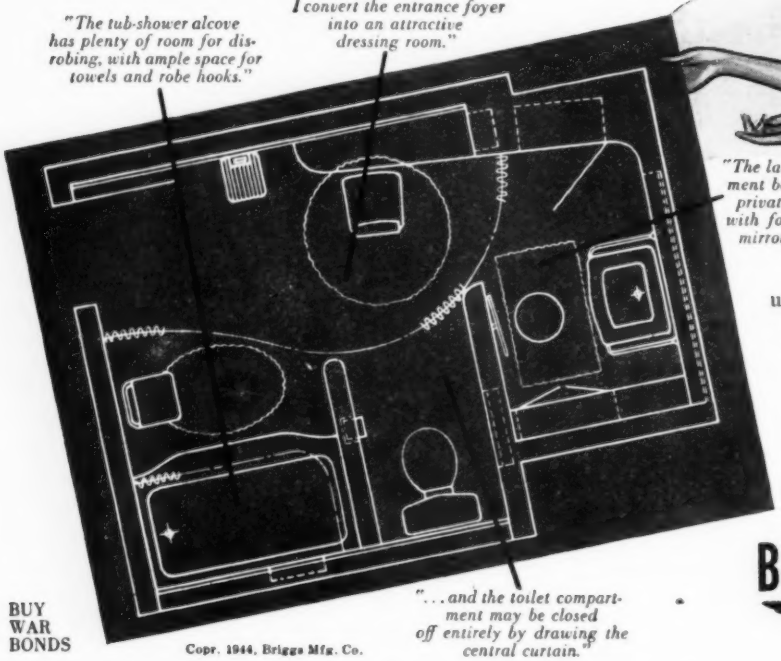
"Family Foursome...that's our new bathroom!"



This bathroom was a sensation at the Exposition of the National Association of Home Builders of the U.S.A., Chicago, January 15-20, 1945.

"The tub-shower alcove has plenty of room for disrobing, with ample space for towels and robe hooks."

"By pulling the curtain, I convert the entrance foyer into an attractive dressing room."



"The lavatory compartment becomes a second private dressing room with folding seat; and mirrors on all walls."

"...and the toilet compartment may be closed off entirely by drawing the central curtain."

By the simple magic of compartments and a graceful curtain in three sections, hung from a track in the ceiling, we achieve new flexibility and usefulness for the family bathroom. The privacy and added wall-space assured by this arrangement make separate facilities available to as many as four members of the family at the same time. Equipped throughout with formed metal plumbing fixtures originated and developed by Briggs, this is the last word in postwar planning for the most-used room in every home.

FREE BOOKLET—*"Planning your Bathrooms and Powder Room."* Write for yours today!

BRIGGS *Beautyware*

BRIGGS MANUFACTURING COMPANY, PLUMBING WARE DIVISION, DETROIT 11, MICHIGAN

BUY WAR BONDS

Copr. 1944, Briggs Mfg. Co.

This advertisement, in full color, appears in:
The Saturday Evening Post, February 3; House & Garden, March; House Beautiful, March



Sure as sunrise . . . your guarantee of quality in every Flintkote product.

You can count on it. Your customer gets the best when you build with Flintkote.

And that's important to you.

Because your reputation rests on the quality of the materials with which you build. And only so long as those materials live up to service expectations is your reputation secure.

You can count on Flintkote to protect your reputation by putting the utmost into every product.

In asphalt roofings . . . in sidings . . . insulation and insulation board products . . . in protective coatings . . .

You can count on fine quality materials . . . skilled labor under experienced supervision . . . almost 50 years' leadership in the field . . . You can count on all these, plus a strong sense of pride in the products you sell.

Yes . . . you can count on Flintkote.

The Extra Years of Service Cost No More!

THE FLINTKOTE COMPANY
30 Rockefeller Plaza
New York 20, N. Y.

★

Atlanta • Boston • Chicago Heights
Detroit • East Rutherford • Los Angeles
New Orleans • Waco • Washington

FLINTKOTE
BUILDING MATERIALS

F-1331A—American Builder, March—Practical Builder, March—Wood Construction, March 15, 1945 ★

RIGHT NOW CAN BE J-M ROCK



Bill Henry and the news is brought to you 5 nights a week...Monday thru Friday, at 8:55 E. W. T., over the CBS network, coast to coast.

SURVEYS SHOW JOHNS-MANVILLE RADIO ADVERTISING HAS CREATED AN EXTRAORDINARY DEMAND FOR J-M ROCK WOOL HOME INSULATION

3 OUT OF 4 *people who could identify a manufacturer of insulation named Johns-Manville*

and furthermore

75% *of all insulated houses are insulated with rock wool**

**According to a report of "The American Home" Reader Consumer Panel issued August, 1944.*



And remember! Johns-Manville Rock Wool Home Insulation is FIREPROOF—not just fire-resistant! Of mineral composition, it will even withstand the fury of the blow torch! Only *mineral* insulating material like J-M Rock Wool can provide such permanent fire protection.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville

YOUR BEST SEASON TO SELL WOOL HOME INSULATION

Here are Five Reasons Why:

1. **28% of heating season lies ahead.** This has been a bitter winter. But it is by no means over. There are still many weeks of cold weather ahead.

2. **Fuel stocks are low.** Individual fuel resources are getting low. People are more conscious than ever of the need to conserve their fuel—make it last.

3. **Chilly spring days make home owners receptive to comfort appeal.** Not only is J-M Home Insulation needed for fuel saving, but comfort is just as important during the chilly, raw days of spring as it is during midwinter weather, or hot summer days just ahead.

4. **Most home improvements are made in the spring!** Many home owners give their houses an annual spring checkup—doing things they have put off in cold weather. Insulating their homes is one of the most important improvements they can make.

5. **Home owners who delay, risk product shortage.** Those who postpone buying insulation now may be unable to get it promptly later on. By fall the demand will again be greater than the supply.



Get these sales helps today!

At left is the latest eye-catching Johns-Manville colorful window display. Life-size figure causes people to stop and look. At right are J-M Home Insulation sales literature, direct mail pieces, and special newspaper advertisements. All the material you need for a big spring selling season. See your J-M representative or write Johns-Manville, 22 E. 40th St., New York 16, N. Y.

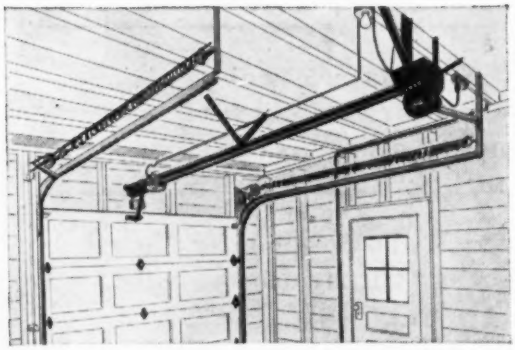


Building Materials

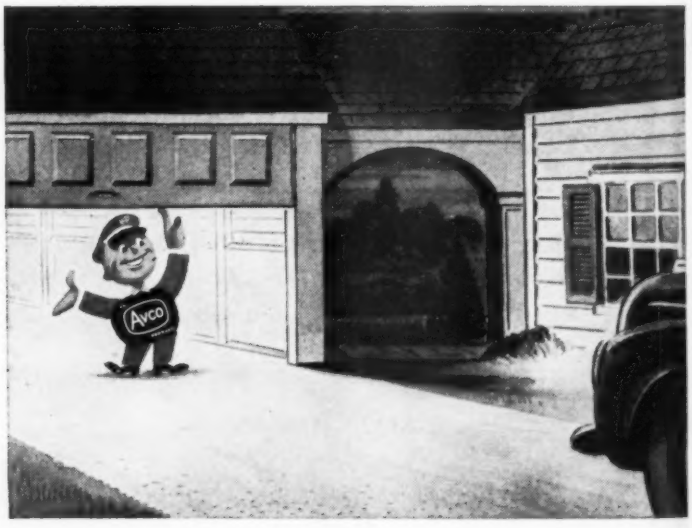
An ELECTRONIC "extra" for the Garage that can sell an Entire House!



Every builder knows how often an inexpensive "extra" can turn "lookers" into enthusiastic buyers. With a woman it may be something special in the kitchen that makes her say, "This is the house I want!," with a man something special in the basement . . . But here's an exciting modern electronic "extra" that will sell them both —an Avco Automatic Door Operator on the garage!



What is it? An Electronic device that gives the modest householder the convenience and protection of a private doorman!



How does it work? The householder drives up in his car, presses a control button on the dashboard . . . and the Avco Automatic Door Operator goes to work . . . it opens the garage doors, turns on the garage lights, (and for a slight additional cost) the yard floodlights and the lights in the entrance to the house! He drives in and parks, goes into the house, presses another control button and the Avco Automatic Door Operator closes and locks the garage doors and turns off garage, yard, and entrance lights *automatically*. The process is simply reversed when the householder is going out.



AVCO *Automatic* DOOR OPERATORS

THE HORTON MANUFACTURING DIVISION

The Aviation Corporation, Detroit 9, Michigan

THE SALES IMPACT of this ultra-modern convenience will be plain to every builder and architect . . . The Avco Automatic Door Operator gives reliable service every day of the year at low cost . . . can be simply attached to any type garage door. We'll be glad to send you full details on request.

Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations

Private Building, Industry, Bank Groups Appear Before Taft Housing Sub-committee

GROUPS representing all segments of the private building industry took the chair before the Taft Sub-committee on housing in February. Representatives that appeared included President Joseph E. Merrion, of the National Association of Home Builders; President Eric Johnston of the U. S. Chamber of Commerce; Herbert U. Nelson, Executive Secretary of the National Association of Real Estate Boards; H. R. Northup, Secretary-manager of the National Retail Lumber Dealers Association; Douglas Whitlock, President, and Irving W. Clark, Residential Committee Chairman, of Producers' Council; and Morton Bodfish, Executive Vice-president of U. S. Savings and Loan League.

Agree on Many Points

The plans offered to the Taft Sub-committee, which will make recommendations on Housing and Urban Redevelopment to the George Committee on Post-war Economic Policy and Planning, were in substantial agreement on many points. Prime among these was the proposal that as soon as possible the Federal Housing Administration and Federal Home Loan Bank Administration be shaken loose from the National Housing Agency and restored to the Federal Loan Agency.

Another point of agreement was that temporary public housing must be disposed of promptly, and preferably under auspices of the Treasury Department. On the matter of future public housing, the industry representatives concurred that this was a local and not a federal problem.

Merrion Testifies

President Joseph E. Merrion, of N.A.H.B., told the committee it was the aim of the builders he represented to provide adequate housing in a decent environment for every American citizen. He pointed to the current drive of N. A. H. B. members to build 50,000 units for Negroes in 1945 in order to meet the needs of this new market. (For more on Merrion's testimony see Cortright's column, page 77.)

Herbert U. Nelson, Executive Vice-president of N.A.R.E.B., stressed the need for aid in relief from the local and federal tax load, the elimination of use-

(Continued to page 124)

Portland Builders Sponsor Contractors' License Law

The Portland Home Builders Association is strongly backing Oregon Senate Bill No. 146, recently introduced, which calls for licensing of all contractors within the state.

The bill calls for a board of active contractors, three general and two "sub," who shall have authority to issue licenses to all contractors of four years experience; or to members of the armed forces upon discharge who have had one year such experience prior to entering the service. A ten dollar initial licensing fee is waived.

Can Sue Contractors Only

An interesting feature of the bill, which would affect all work over $200, is a provision making it impossible to sue anyone for failure to perform contractor's services without first proving that the defendant was a licensed contractor.



STERLING H. ALBERT, until recently assistant to Frank W. Cortright at N.A.H.B., has become research director and assistant business manager of American Builder. Robert H. Morris, business manager, announced. Albert majored in commerce and economics for his B.A. at University of Wisconsin. Active in home building and financing, he served a period in underwriting and administration with F.H.A. and was later with N.H.A., before he left the government to join N.A.H.B.

N.A.H.B. Members to Build Homes for Negroes

From all parts of the country N.A.H.B. members have indicated their eagerness to construct homes for negroes during 1945, according to the results of a survey just completed by N.A.H.B.

The replies came in response to a letter to all local associations from Don Loftus' Emergency Committee on Housing for Negroes, pointing out an urgent request by N.H.A. for 50,000 such units to be built by private enterprise. Priorities are available and it is indicated that financing may be handled under Title VI.

Detroit Heads List

Detroit, with a promise to build 5000, topped all other cities. An early sampling of replies, which totalled more than thirty thousand units promised, indicated that most builders envision development of small communities as the best way to satisfy the need. Many negro families, builders report, have accumulated enough savings over the war period to make substantial down payments and, from inquiries received, appear eager to satisfy their desire for home ownership.

Union Proposes Specific 10-year Housing Program

The American Federation of Labor has ready for submission to Congress a 10 year housing program, calling for the creation of 10,000,000 new homes and provision of 19,000,000 jobs, to start immediately on cessation of hostilities. No estimate on its cost has been offered.

Price control continuation is urged until supply meets demand, and the group also suggested a five-man board to direct "the program's over-all policy."

Financing Changes Sought

Amendments to present F.H.A. insurance requirements are necessary, according to the union, to stretch amortization over 32 years, reduce interest rates, permit moratoriums on payments during unemployment periods and set high minimum construction standards.

"Prefab" Manufacturer Appointing Dealers

Wingfoot Homes, Inc., a subsidiary of Goodyear, plans post-war to distribute its 4-room prefabricated houses through real estate dealers, building supply houses, and lumber companies, among other outlets.

Now in production for war workers only, the homes post-war will retail for $2000. Post-war plans call for each house to have heating equipment, range, ice-box and hot water heater, and some built-in furniture. The company will not finance home purchases.

The Company's plant at Litchfield Park, Arizona, will entertain inquiries from those interested in and capable of handling the post-war product.

F.P.H.A. Ready to Ship "Prefabs" to France

Complete with assembly instructions (in French), with drawings of every crate and panel, some 5000 prefabricated barracks are scheduled to be shipped to France by March 31st. Contracted for under arrangements between the French Government and America's Foreign Economic Administration, the 20 by 48 buildings erected under supervision of N.H.A. are intended to house 150,000 French war workers repairing German-damaged dock areas.

N.H.A. says that lumber substitutes were used wherever possible, and that a substantial saving was effected by using wall board for inside and outside wall coverings.



JOSEPH B. HAVERSTICK, elected Regional Vice-president of N.A.H.B. (Region VII), operates in Dayton, Ohio, as a partner and general manager of J. N. Haverstick & Sons, a residential construction firm founded by his father and himself in 1936. A graduate of the local high school, "Joe" attended Dayton University and took courses in Civil Engineering. Active in the formation of Montgomery County Builders Association, he was also Treasurer and Director of the National Home Builders' Association and was a leading spirit in its merger with the National Home Builders Association. He has been a Director of N.A.H.B. since that time, and is also President of the Montgomery County Builders Association.

Greater Cleveland Assn. Names 1945 Slate

Hugh Selby, recent prize-winner in N.A.H.B.'s home-design contest, has been elected president of the Home Builders Association of Greater Cleveland for 1945. Chosen to serve with Mr. Selby were Alex A. Treuhaft, Vice-president; Leonard Merrick, Treasurer; Alex Bruscino, Secretary.

The Association's Board of Trustees, in addition to the officers includes Elmer DeFogie, Maurice Fishman, George Goudreau, Leonard Gunderson, Ray Hummer, Benton Lefton, W. B. Marquard, and Nicholas Molnar.

An "inaugural party" for the new officers was part of the Association's regular meeting at the Hotel Cleveland in January.

Aluminum Kitchens Promised

The Aluminum Company of America has announced plans for a post-war line of aluminum kitchen furniture to supplement the kitchen utensil line of its subsidiary, Aluminum Cooking Utensil Company. Facilities used will be those of the vast Aluminum Chair plant in Youngstown, now making bomber seats.

Chicago Association Tops in Membership

With a net gain of 170 members during 1944, the Chicago Metropolitan Home Builders Association now tops all other "locals" of N.A.H.B. in number of members. The new recruits bring the windy city's total to 545 builders in good standing and "rarin' to go" on Chicago's post-war building program.

The Association also has arranged for its members to be luncheon guests at the well-known "Builders Club," Builders Building, 228 North LaSalle St., where a daily "Home Builders Table" will be set up.

Gone to War—Million and One-Half Homes!

Recently released figures indicate that more than 18 billion board feet of lumber have been purchased for purposes connected with the war during the four years from September, 1940 to September, 1944. Purchased mostly through the Central Procuring Agency on behalf of Army, Navy and all other war agencies, it is estimated that enough lumber has gone to war—not to return—to construct one and one-half million six-room houses.

Commerce Dept. Predicts: "No Revolution in Post-war Home Building"

In an article in February "Domestic Commerce." A. H. Vallin, of the Commerce Department's Construction Unit, declares that the post-war home will much resemble its pre-war neighbor, inside as well as outside. It will be built, however, of better and more lasting materials, be more comfortable in all seasons, be easier to maintain, and less costly over a period of time to own.

Most of the new materials expected to come into use, the article points out, will be readily adaptable to existing structures, and will not call for too great financial outlay on the part of home owners.

New Materials Listed

Among the new materials listed by the department are a plastic-resin-impregnated board, now available only to the military, whose post-war possibilities include floors, wall paneling and house furnishings. It is light in weight, can stand great strain, washable, and not affected by oils, gasoline or acids. Another is wood treated with a newly-discovered chemical agent which gives to ordinary wood an entire new range of uses.

Home Mortgage Recordings Show Gain Over 1943

Mortgage recordings in the nation reached $4,610,600,000 in 1944, according to the Federal Home Loan Bank Administration. This figure, a gain of 19 per cent over 1943, the high year since the depths of the depression, was especially significant in view of the continued decline in the non-farm home building, and points a warning finger, according to real estate economists, at a very real danger, due to shortages now existent in the home market.

For the same period, foreclosures continued their eleven-year downward trend. In 1944, a drop of 32 per cent below 1943 was recorded, with only 17,500 properties going under the hammer.

N. H. A. to Have "Foreign Gov't Liaison Man"

Charles S. Ascher, Regional Representative of Region II, N.H.A., will devote half his time henceforth to directing that agency's Division of Urban Studies, in Washington, it is announced.

He will replace Jacob Crane, who has just returned from a survey of English housing, and will henceforth be the agency's liason man with foreign governments.

Trend for Separate Bath, Lavatory Seen

The trend is growing, according to reports in building circles, in favor of separation of the bathroom from the lavatory. Many builders, feeling that costs of additional wall partitions for separate lavatory are comparatively negligible, are planning separation of the two units in post-war homes, even in the low-cost field.

Blandford Plugs Permanent Over-all Housing Agency

"It is my feeling that in housing, industries, labor and communities can better do the job on the big scale and the high quality scale that American resources require, if they ask for and obtain co-ordinated and well-executed governmental assistance," John B. Blandford, Jr., N.H.A. Administrator declared in a recent speech before the Atlanta Chamber of Commerce's Housing Committee.

While calling for "maximum reliance" upon private enterprise to achieve the nation's housing goals—which his agency has set at 12,600,000 new units in the first ten post-war years—the N.H.A. head, whose inner cabinet hasn't a "private houser" in it, reiterated his belief that the goal could be reached only with governmental assistance.

Assuming a post-war national income of $125 billion, in terms of present prices, he declared that N.H.A.'s survey indicated one-third of the new dwellings must rent for less than $30 per month. Technical research and lower costs must be the "long-range" approach to tapping the new low-cost market for millions of families who want homes but can't afford them, in his opinion. He suggested, however, an earlier start "by a new formula of assistance which focuses on the responsible home builder and his problems of financing and his resources of production."

Marshall Field Store Features House Models

The models of the six first prize designs shown at N.A.H.B. convention have been on display at the famous Marshall Field store in Chicago for three weeks with much interest shown.



HON. HATTON SUMMERS, Congressman from Texas, confers with Grover A. Godfrey, Executive Secretary, Home Builders Association of Dallas. Mr. Summers has been of assistance to home builders in their problems with O.P.A., and is much interested in the plans of the local association for a greater post-war Dallas.

Byrd Bill Calls for Control of Government Corporations

Senate Bill No. 469, introduced by Senator Byrd, of Virginia, calls for a stricter financial control by Congress of Government corporations.

The bill declares it to be "the policy of the Congress to bring Government corporations and their transactions and operations under annual scrutiny by the Congress and provide current financial control thereof." Specifically named are the Federal Public Housing Authority (or United States Housing Authority), including public housing projects financed from appropriated funds and operations thereof; Defense Homes Corporation; Federal Savings and Loan Insurance Corporation; Home Owners' Loan Corporation; and United States Housing Corporation.

The National Housing Agency, which has access to Lanham Act funds for its operation, is not included by name in the bill.

A further provision in the proposed legislation forbids future creation of such corporations by any officer or agency of the Federal Government, without direct Congressional sanction.

Urges Separation of F.H.A.

In the House, H. R. No. 1994, offered by Representative Crawford of California, calls for removal of the Federal Loan Agency from the Department of Commerce. Of particular interest to builders is a clause in this latter measure removing F.H.A. and the Federal Home Loan Bank Board from N.H.A. jurisdiction, as provided in the President's Executive Order 9070, of February 24th, 1942, and placing these agencies under jurisdiction of the Federal Loan Agency.

Cafritz Urges F.H.A. Approval of "Modern" Homes

Morris Cafritz, well-known Washington, D. C. builder and developer, has urged that F.H.A. sponsor a "functional modern building code," based on its experience in war-time construction with new materials, new uses for old materials, and improved construction techniques. Though strongly opposed to control by government architects of home design, he does feel that the "modern," especially in the field of new materials and methods, has much to commend it, and should be given proper consideration in the matter of securing government insurance.

Deluxe Design Portfolio Proposed by Builders

Many builders have proposed that a deluxe design portfolio be made up from the fifty best house designs submitted in the N.A.H.B. competition. Now under consideration by Chicago Metropolitan Home Builders, you are invited to write them or *American Builder* if you are interested in securing a copy of such an excellent sales tool for post-war building programs.

Dallas Assn. Sponsors Open Forum on "Dallas Plan"

The active Home Builders Association of Dallas (the nearest thing to perpetual motion we know in the building field) was sponsor for an open forum for builders and their friends on January 23rd. The subject was the "Dallas Master Plan," recognized widely in this country as the ideal example of scientific projection of municipal expansion. Principal speaker at the forum was Harland Bartholomew, Director of the Plan, who was introduced by President Hugh E. Prather, of the Home Builders group. An interesting and spirited forum discussion followed, under the direction of Wiley Roberts, moderator.

On February 1st, the Dallas group met in joint luncheon session with that city's Real Estate Board, and listened to a set of six snappy reports on the Chicago Home-Building Conference. Scheduled speakers included Harwood Smith, Cooper Drury, Carl Brown, Ballard Birgher, E. L. Bale, and Roland E. Pelt, all members of the association designated to "bring the Chicago conference to Dallas."

Builders Sponsor "Home for G.I. Joe" Booklet

American Home Builders Syndicate of Cleveland has issued an attractive booklet titled: A New Home Now For G. I. Joe, for the benefit of all veterans in that area interested in acquiring a new home. Compact in form, the publication covers the matter of priorities, financing, limitations on price, term of loan, monthly payments and prepayments, foreclosure possibilities, and procedure. It does not neglect to warn against "over-obligation" on the part of the veteran, stresses the desirability of hiring a reputable builder, and points out the help that such a contractor can be. The booklet is copyrighted by E. J. Raden, 4235 Mayfair Road, Cleveland.

Cortright's Column



By Frank W. Cortright

Executive Vice-President, National Association of Home Builders of the United States

Merrion before Taft Committee—Following a special meeting of the Executive Committee of N.A.H.B. held to study the replies to the recent questionnaire, policy was established and the formal statement completed. The introductory paragraphs are as follows:

"I am a practical home builder. I come before you as the President of the National Association of Home Builders of the U. S. which is composed of thousands of small businessmen like myself who have been building the great bulk of the housing units in this country. They in turn speak for the other thousands of people associated with them in the construction of homes down to the smallest carpenter and the builder who presently constructs two or three houses a year. Like the farmers, we who produce shelter have no great concentration of production or of power. The building of houses is primarily a series of small operations.

"But we and our predecessors in the home building industry have provided the thirty-seven million homes that now house the American people. In the opinion of experts—in and out of the government—this housing is, for the most part, good. It is a better job of housing than has been done in any other country of the world. There is no question that a certain number of these housing units, impressive in number but small in percentage, were built to a very low standard. There is no question that age, obsolescence, population movements in cities and the encroachment of destructive elements has made similar large volumes of housing inadequate and in some cases unfit for human habitation. The interruption of the normal complement of building during the depression and again under the restrictions of war years has built up a need that in itself is enough to strain the resources of any industry. A large part of supplying this over-all demand may well be said to be the builders' job. He willingly accepts that responsibility.

"Our membership is composed of individual home builders in 46 states and of the membership of Affiliated Local Home Builders' organizations in more than 80 cities throughout the country. It is estimated that at least 80 per cent of the individuals and firms that are currently engaged in the private home building business are included in our membership. Established on a national scale, we are the spearhead through which the activities of the many component parts of the housing industry reach their culmination. Because we initiate to a great extent the home building of the country, and because we are accustomed to viewing all of the many contributing factors to the creation of a home in their proper relationship, we feel that a large part of the responsibility for the future housing of America is ours. We are fully aware that there must be a vigorous analysis of the assets of this industry and a long range, statesmanlike regard for the whole public interest.

"Before the outbreak of war, it became apparent that an immense housing program would be necessary to house the inmigrant war workers to operate new war plants and shipyards. It also became apparent that with some assistance from a new F.H.A. mortgage insurance procedure private enterprise could do the major part of the construction. Our association therefore established

(Continued to page 116)

The first ad in National Gypsum's new campaign to create pride of home ownership—and to urge home building and remodeling as soon as restrictions are lifted. These ads appear in TIME, NEWSWEEK and BUSINESS WEEK.



"IT'S LIKE THE THRILL OF YOUR FIRST BABY!"

THERE are some thrills in life that are hard to beat. Your first baby for example. And ranking high among thrills comes the thrill of moving into your own house. You'll know better what we mean when you see the modern home the building industry is planning for you for after the war. Inside and out, it will be designed and built for the happy carefree family life we're all looking forward to.

One of the major contributions to new homes, and to modernized homes, too, will be the postwar line of Gold Bond products made by the National Gypsum Company. A full line of 152 related wall, ceiling, and insulation materials—all improved and engineered to keep pace with modern living—guaranteed under the one well-known name... Gold Bond.

If you are planning on building or buying a new home—or remodeling an old one—consult the building experts in your community, the architect, the contractor and the lumber and building material dealer. They can advise you best how to get a real thrill out of your postwar living by the right kind of planning and the choice of the right materials. And when they suggest Gold Bond building materials, you'll know you'll be getting the best. National Gypsum Company, Buffalo 2, N. Y.

BUILD BETTER WITH
GOLD BOND

Wallboard ... Lath ... Plaster ... Lime ... Metal Products
Wall Paint ... Insulation ... Sound Control

AMERICAN BUILDER *Editorial*

The goal: Maximum home building

WITH the aid of leaders in government and business, Congress is attempting to formulate a long range program for housing and the home building industry of this nation.

The millions of men who gain their livelihood through building are deeply concerned with what Congress determines. More than that, the whole welfare of the nation is involved because of the job-making potentials of construction as well as the need for better homes by millions of citizens.

Persuasion better than coercion

Several cardinal principles must be considered in formulating this long term housing program. Without question the first of these, in which all forward-thinking building men agree, is that maximum production of good homes is a primary objective. One might phrase it as a "superabundance of good homes." That is the objective toward which we should all bend our efforts.

It is in the achieving of this goal that opinions differ. A first point here can be simply stated as being: *Persuasion and help on the part of government will do more to achieve the goal of maximum production than coercion, competition or control.*

This same private home building industry that constructed 937,000 dwelling units in 1925, and 619,000 units in 1941 can provide the 1,200,000 houses a year that National Housing Agency's statistical experts say are needed.

But maximum production of the kind called for to rehouse America will require the enlistment and willing action of hundreds of thousands of building men who have been led to understand, believe in and vigorously support such a program.

No government agency which itself attempts to build houses or to force or coerce action, or is administered by men who do not understand the problems and difficulties of the individual private builder, will ever achieve such a program.

Need vision and leadership

Public housing as such is not the answer to maximum production of homes. But *help, stimulation, leadership* and *vision* on the part of a government agency can do very much indeed. It is very possible that a Federal Department of Building headed by a man of cabinet rank could do such a job. The building industry in a sense is comparable with agriculture in the hugeness of its make-up and in the disorganized, scattered nature of its operations. Just as the Department of Agriculture serves the public by aiding, encouraging, and stimulating production of farm products, so a department of housing might benefit the public by stimulating in a broad way the maximum production of good homes in all price classes, and for negroes as well as whites.

We hasten to add, however, that the Department of Agriculture does not aid and encourage private production of farm products by itself embarking on huge collectivist farm growing programs. Neither do we feel a department of building should itself produce the housing.

Congress is today studying and working towards a long range program for housing. It should not rush into this matter. It should thoroughly consider the uses of long term credit and other devices to aid and encourage low cost building, and homes for rent as well as sale. There is much it could do through research and education if these were directed by well informed men who have a practical understanding of the building industry and who are not committed to any preconceived ideas of social reform.

Rents and costs vary

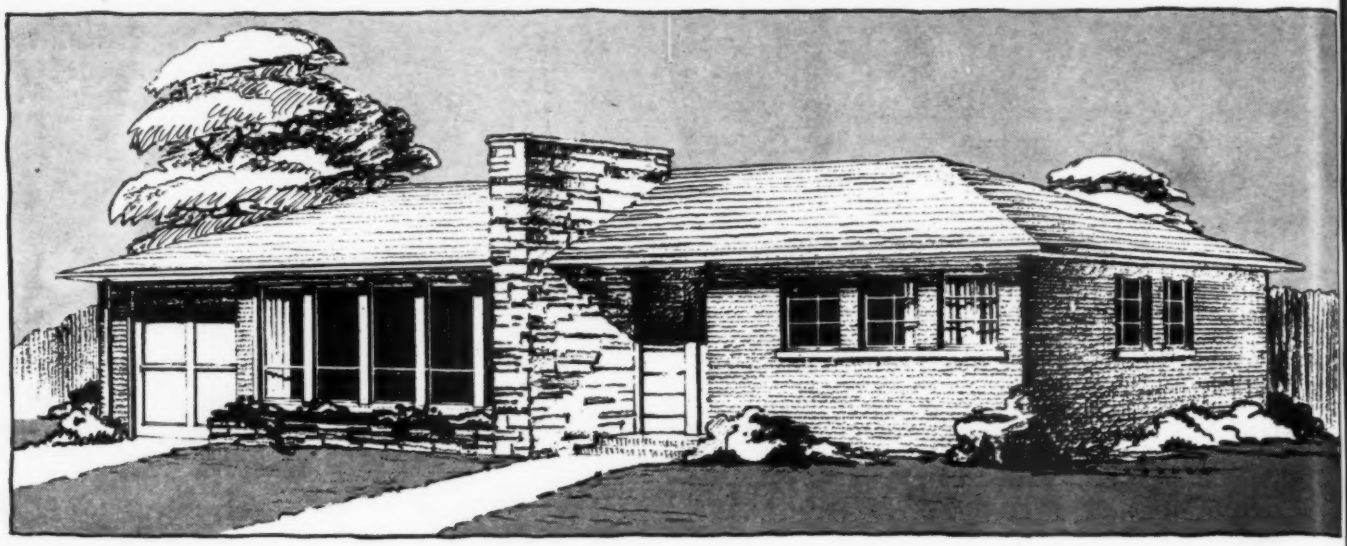
The building industry has often been pilloried because of the misuse of figures. Some say its costs are "too high." By what standard? And in what areas? Regions make vast differences.

Take these two simple examples: The average urban monthly rent paid in New York State is $41; in the District of Columbia, $53; in Illinois, $33. Those are the average rents paid in 1940 as reported by the U. S. Housing Census. These represent the economic cost of housing and taxes in those areas; they are a practical appraisal of housing costs.

Now in certain Southern states the average urban monthly rents in 1940 were as follows: Mississippi, $16.26; Arkansas, $16.75; Alabama, $16.85. *Rural* rents in Arkansas averaged $7.44 per month.

Certainly it is not fair to condemn the city builder in New York or Illinois for failing to produce houses at the rent levels of Arkansas. Yet such figures, and similar ones on family incomes, are frequently used to prove that private building has failed; so the government should step in!

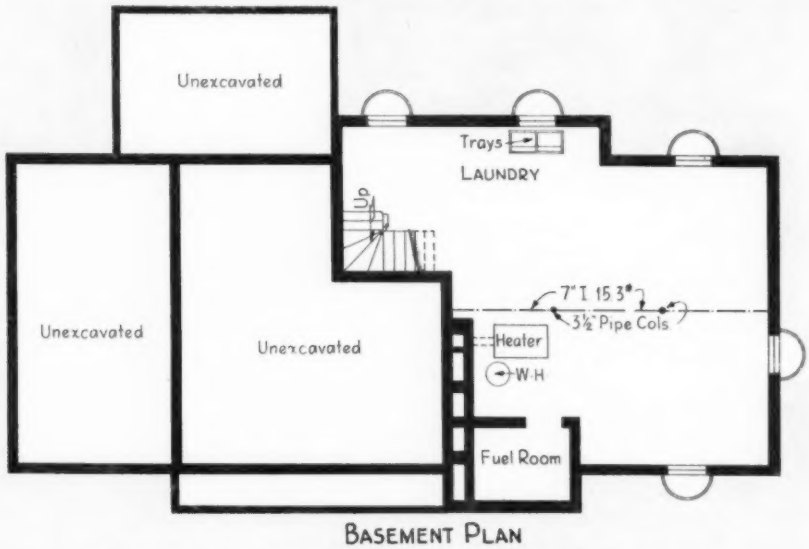
Let us have *facts* in facing and planning the building future, and not rush into a program based on false assumptions.



"Took Your Tip—Sold 15 Homes to Veterans"



FIRST FLOOR PLAN



BASEMENT PLAN

"IN November *American Builder* pointed out the opportunity and responsibility of building homes for returning veterans," Charles H. Cress, chairman of the board of Green Valley Homes, Lombard, Ill., says in a recent letter, parts of which follow:

"We took your tip. Today we have fifteen contracts closed. Just as I write this letter the fifth priority shows up in the morning mail," the letter continues.

"We followed your advice point for point. In your December issue you showed how we were proceeding and reproduced our first newspaper advertisement addressed to veterans.

"Now we are glad to co-operate with *American Builder* with the material for another story which will help other builders to profit by our experience," Cress' letter reads.

The principal knowledge needed by a builder launching a building program for honorably discharged veterans is a thorough understanding of the procedure he has to go through to secure priorities and approval of the veteran for borrowing his down-payment, if required.

H. Viktor Hoyer, president of Green Valley Homes, Inc., prepared the following statement after his personal experience in going through the ropes on the fifteen veterans' cases he has closed. He also had received priorities on five of the deals at press time. From here on Hoyer is quoted:

"The method of processing applications for veterans' homes, under

the 'H-3' Program, is, as follows:

"The veteran prepares certification of eligibility form No. 1800 of the Veterans Administration in duplicate, which is handled either by the builder through the lending institution or directly by the veteran through the lending institution. It is taking approximately 3 weeks to obtain Veterans Administration certification of this form.

"Simultaneously, the preparation of form W.P.B. No. 2896, formerly PD-105 is prepared in triplicate, which is the application the veteran makes for priority and authority to erect a home. This form is encumbered with the customary red tape as follows:

"A single copy of the plan of the house must be furnished with W.P.B. No. 2896. After submitting it to the W.P.B. department of the F.H.A., we have found that it takes about 2 weeks to process and at that time 2 instruments are issued.

Notify utility companies

"The first instrument is the tentative approval of the application and the second is a letter notifying the utility companies that a priority *may be* issued upon their certification that the building in question can be serviced by the utility companies within the existing standards of the W.P.B. These existing standards are, briefly:

"That the gas company may extend a gas main together with the service pipe into the building for a distance of not more than 1,000 feet, and

"Second, that the electric company may extend their main together with the service drop into the building for a distance of not more than 500 feet, provided, however, that if a transformer must be installed at

(Continued to page 132)



FUTURE VETERAN, Sgt. Gustav Hoffman, of New York City, relaxes outside dormer-hipped house he built for himself in Italy. Hoffman is reading how the G. I. bill will help him get a real home when he leaves the army.

Plan Two G.I. Bill Dwellings for Lombard

Lombard will be the location of the first homes to be erected in the Chicago area by veterans under the G. I. Bill of Rights. Charles H. Cress, president of Green Valley Homes, Inc., yesterday said plans had been drawn and necessary steps almost completed for two returned service men to build homes in Lombard.

Ernest L. Darsey, of Elmhurst, who was in the army two years, and now is an engineer with Columbia Broadcasting system, has bought a 75 by 165 foot lot at 133 E. Morningside av., Lombard, for $1,800 and will build a two bedroom brick house, with garage attached, to cost $7,500. Darsey is getting an $1,860 down payment loan thru the veterans' bureau. He is getting the balance thru an FHA insured loan. At the same time he will get priorities for his home.

Build What They Please.

Under H-3 housing regulations of the national housing agency, set up for veterans, they may build what they please provided they can obtain noncritical materials.

Richard Kufer, of Lombard, wh was in the army 14 months ar now works in the Dodge-Chica plant, bought a 50x160 foot lot at S. Stewart av., Lombard, for $1,2 He will build a brick house to c $7,200.

Other Applications Made.

Three other veterans have made home building applications, Cress

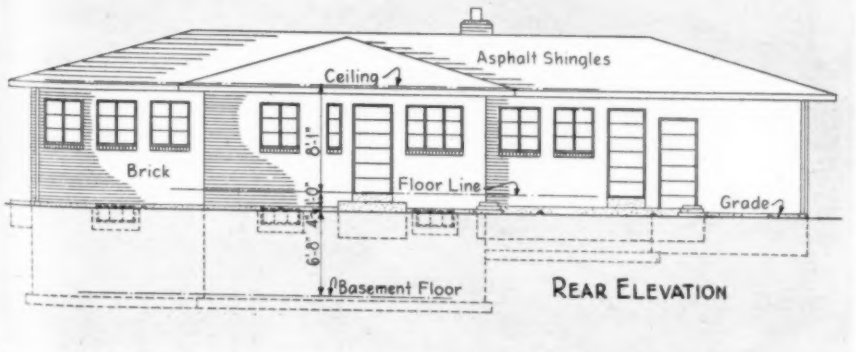
G. I. JOES PLAN 3 MORE HOMES FOR LOMBARD

Three more homes to be built in Lombard by veterans under the G. I. bill of rights were announced yesterday. Last week two projects were announced. All are being designed and will be built by Green Valley Homes, Inc., of Lombard. These are the first G. I. homes planned.

The residence above will be the home of Robert W. Hathaway, 4433 Carroll av., cost accountant with the Meyercord company. It will be built on a 75 by 145 foot lot at 245 W. Willow st., in the 118 acre development of Green Valley Homes. The owner will supply $800 cash, borrow $2,000 thru the veterans bureau, and the $8,000 balance from the Madison-Crawford National bank with an FHA insured loan.

The house, designed by H. Viktor Hoyer, president of Green Valley Homes, will have a

STORIES which appeared in Chicago Daily Tribune brought many veterans to Green Valley seeking new homes such as the one shown.



STEPS YOU TAKE

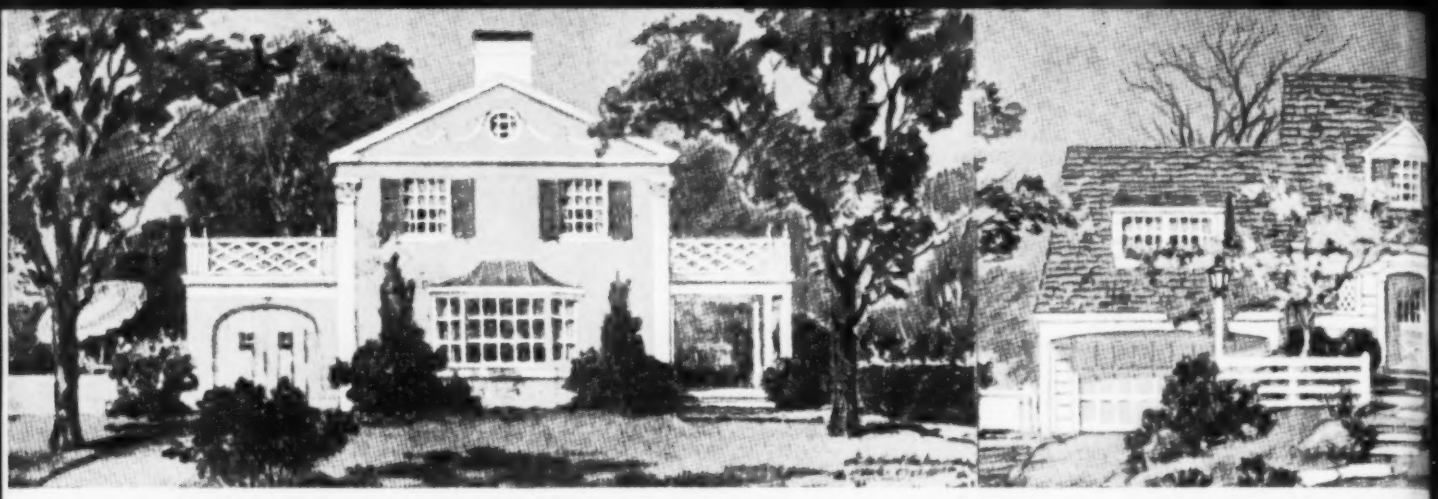
Building for Veterans

1. ADVERTISE to veterans that they can secure priorities for new homes now.

2. STUDY the procedure presented in this article. It works perfectly for the builder who has already run the gauntlet of regulations.

3. ANALYZE each case carefully. Sell the veteran only what he can afford or the deal will be rejected.

4. START building as soon as possible and you will attract more veterans.



THREE typical Ramsey Estate designs pre-sold for early building; each of these designs is promoted in an attractive brochure.

Please Deliver—Two Thousand Homes!

The Klines, father and son team, have orders on the books for that many houses on their three New Jersey estate projects

ORDERS on hand for homes to be built; two thousand. And each backed by sufficient cash in the till to constitute a down payment!

That is the pleasant post-war prospect that faces B. J. and Morton Kline, well-known and successful home builders in the metropolitan New York area, and promises to make their days (and nights) hectic when the green light is flashed on for civilian construction.

This father and son team, whose Ramsey Country Club Estates is one of the showplaces of northern New Jersey's wooded lake districts *(American Builder, July 1941)*, is continuing its past practice of buying up large old estates on which there exist, or may be easily created, most of the facilities for pleasant vacation as well as year-round living. Ramapo Mountain Lakes, their latest acquisition, is a rolling wooded tract of 800 acres in Oakland, New Jersey, with convenient commuting facilities to New York City, as well as industrial and commercial centers in the Garden State. It includes two lakes, many bridle paths, tennis courts, and several large residences which will be turned into clubhouses, recreational and community buildings.

Already Sold 600 "Vacation" Homes

"We have found it practical and profitable," Morton Kline says, "to offer vacation facilities, and opportunities for summer and winter sports, to home owners. They are quick to see the pleasure—and the savings to themselves—in this sort of home ownership, with the chance it affords for week-end and vacation enjoyment at home, elimination of the need to pack youngsters off to summer camps, and so on. In our Ramapo Mountain Lakes project, we expect to build some summer homes, of course, in the price range of $2500 to $4000, but the bulk of our building will be year-round homes costing $5000 and up. We have laid out the project to embrace 1300 homes in all, and have already received down payments on more than 600."

The majority of the homes to be constructed will be on quarter-acre plots or larger, with a minimum lot size of 7500 square feet. More than 150 of the 800 acres in the estate will be reserved for community uses, including bathing beeches, boating and fishing facilities, tennis courts, bridle paths, community and recreational buildings. The Klines will follow their past practice of maintaining these community facilities for several years, after which they will be deeded over to an association, made up of the home owners on the tract, who will own and maintain them thenceforth.

According to Mr. Morton Kline, the type of home to be built in Ramapo Mountain Lakes will be similar to the best pre-war homes built in their other developments at Ramsey Country Club Estates and Lake Hiawatha, and shown on these pages. The organization has sold all remaining lots in these latter developments, and these orders make up the balance of its two thousand customers.

"We are always on the lookout for new materials and methods," Mr. Kline pointed out, "and are the first to use them when they have been tested and found to be an improvement over what we have used in the past. But we definitely do not anticipate any radical changes in exterior design and we do not plan to promote any, for the reason that we don't feel they would secure customer acceptance."

The Klines have always used and intend to continue using nationally advertised and proven products. Specifications in the homes pictured include:

FOUNDATIONS—Ready-Mix poured solid concrete foundations, completely waterproofed.

FLOORING—Heavy red or white oak selected double floors.

ROOFING—Black or multi-colored genuine slate roofs.

HEATING—Gas or oil-fired automatic steam, hot water or air conditioned heating.

INSULATION—Johns-Manville Rockwool insulation.

RANGES—Tappan gas ranges.

HARDWARE—All hardware by Schlage.

PLUMBING—Standard Sanitary plumbing fixtures, colors optional. Copper tubing.

ELECTRIC FIXTURES—Lightolier.

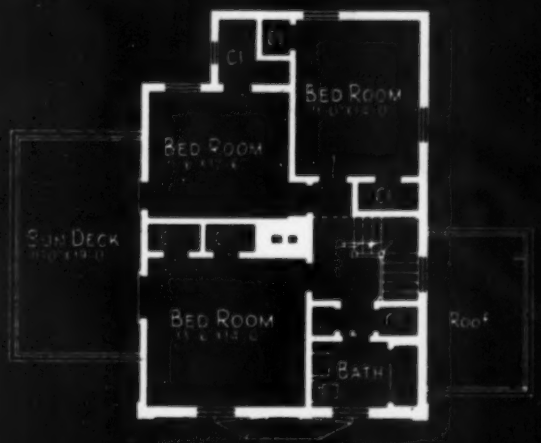
OPPOSITE PAGE: Plans for three designs above provide features that are found to be in demand by buyers of future homes.



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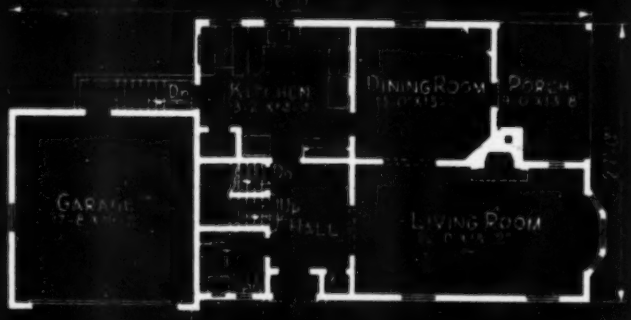


FIRST FLOOR PLAN

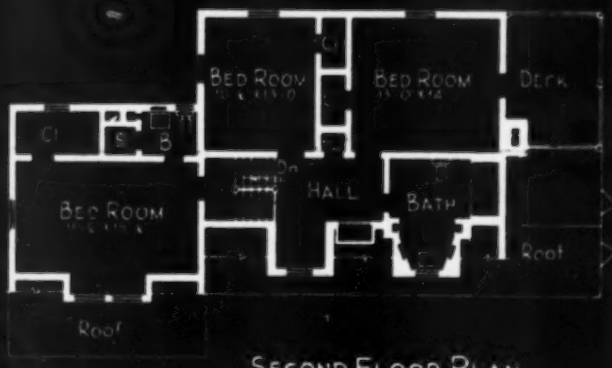


SECOND FLOOR PLAN

②

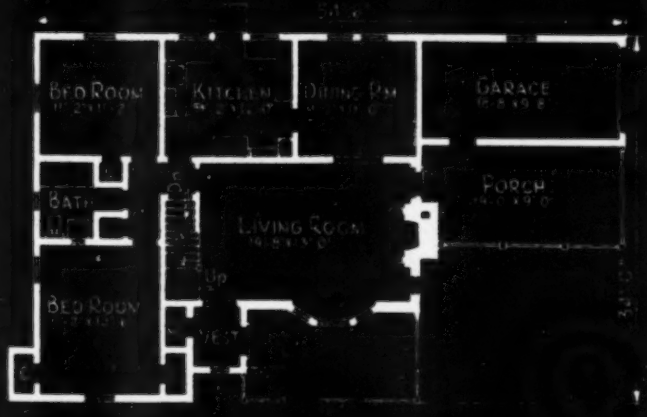


FIRST FLOOR PLAN



SECOND FLOOR PLAN

③



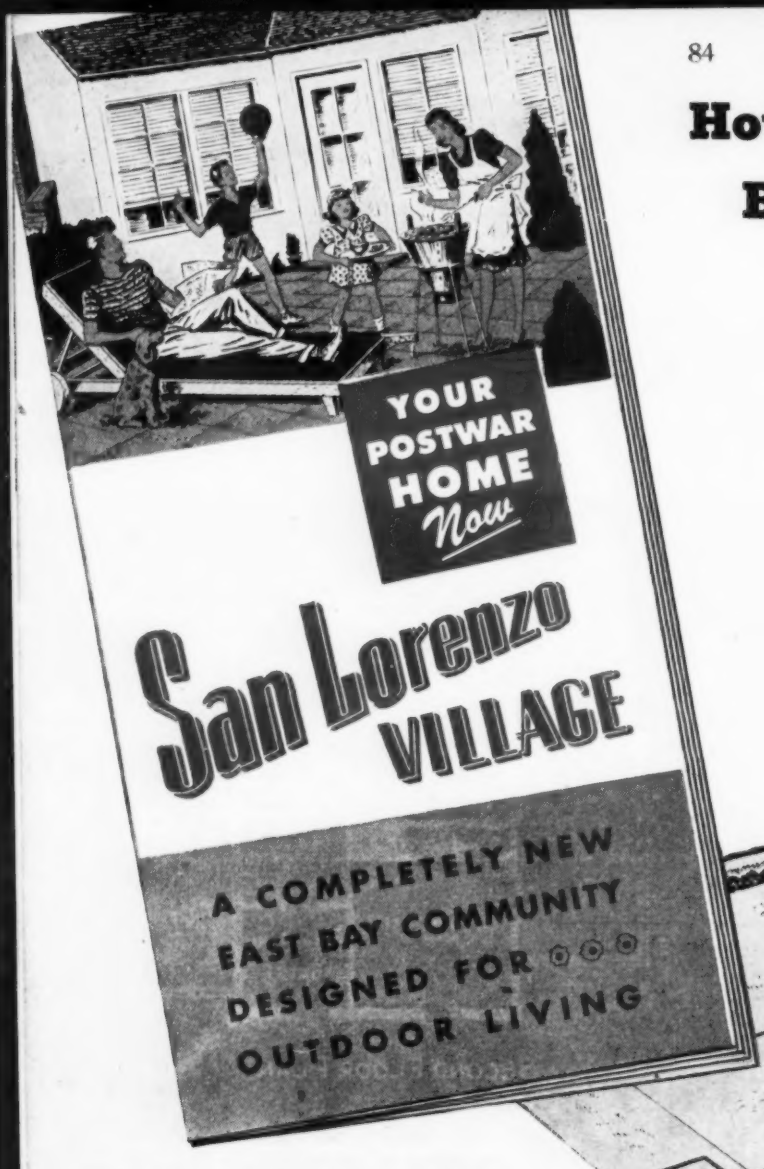
FIRST FLOOR PLAN



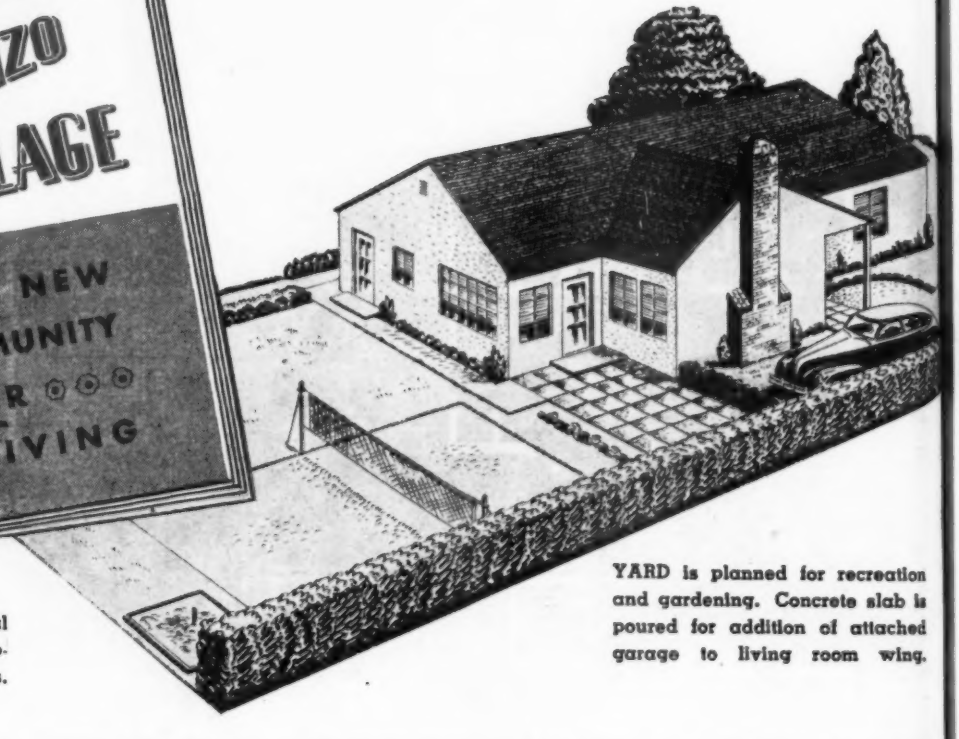
SECOND FLOOR PLAN

How Bohannon Developed a Better Post-war Industrial

Second of two articles on this builder's successful project near San Francisco shows planning of homes and community



SALES brochure features both the individual houses and complete facilities of the development including business and play areas.



YARD is planned for recreation and gardening. Concrete slab is poured for addition of attached garage to living room wing.

THE theme of San Lorenzo Village is Indoor-Outdoor Living which is so adaptable to the California climate. The orientation of all houses and lots are so planned that the patio is adjacent and convenient to both living room and kitchen. Appeal is largely to families with children, facilities for which constitute the greatest shortage in the crowded East Bay industrial area of San Francisco.

"There is," states Builder David D. Bohannon, "increasing evidence to show the immediate and direct effect of living environment upon work incentive. Good homes keep men satisfied and on the job, thereby increasing production; while bad housing induces dissatisfaction and heavy labor turnover, thus slowing production down. I used this evidence to prove that the incentive which our attractive, comfortable homes would give to workers to stay on the job and increase production, would more than offset the additional materials required to build such homes. And I also pointed out and emphasized the fact that, after Victory instead of a 'shanty town' in which most people wouldn't even want to be seen, we would have an attractive modern community where people would be glad and proud to live and bring up their families."

Incidentally, Bohannon foresees, following the War and as a correlative of increasing decentralization of industry, a country-wide development of fully-integrated communities, such as San Lorenzo Village, attaching themselves to decentralized industrial plants. This would be a modern American adaptation of the old practice so prevalent in England and France among farmers. All owned

David D. Bohannon says: "In new development, I urge careful master planning on a community scale. The building of 500 to more than 1300 homes at a time in a single project under the pressure of war-time urgency, has given us an opportunity to develop production techniques that would normally not be used in a moderate building program. A number of builders can cooperate in such a program or an individual builder can acquire a block or a unit of property that will be a part of the planned community."

Pattern for Housing Areas

and worked individual farms but had their homes in the adjoining village —at first, probably, for reasons of protection, but later because of the social, economic and cultural advantages of community living.

In this connection, Bohannon cites the fact that the Chrysler Corporation and the National Automotives Fibre Company have both purchased tracts of land near San Lorenzo Village for location of post-war plants; and points out that workers in these plants will undoubtedly want the kind of durable, attractive homes which San Lorenzo Village provides.

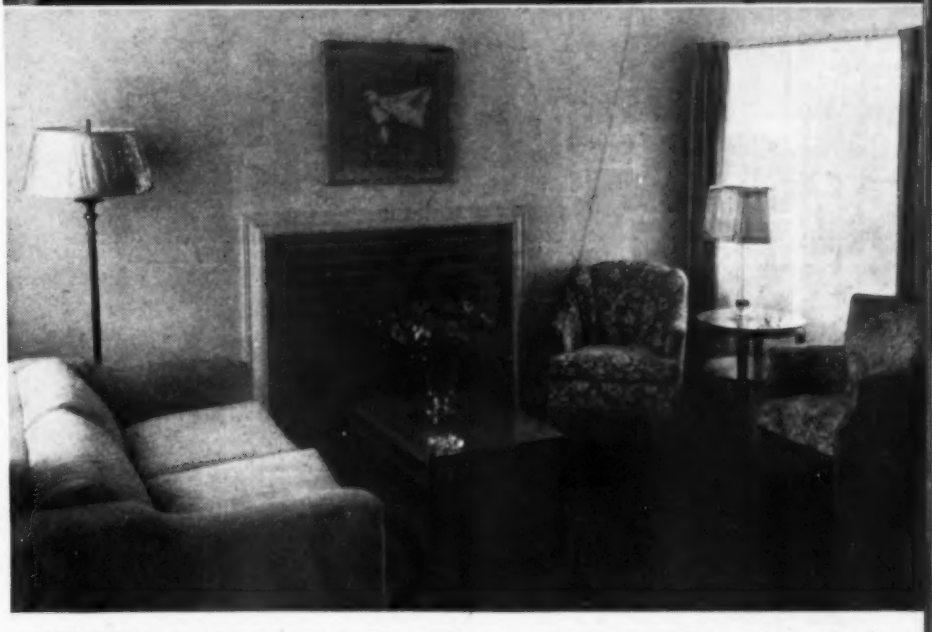
As in Westwood and Rollingwood, other Bohannon war-time developed planned communities, all San Lorenzo Village houses feature the separate entrance for the "guest bedroom." Here a war worker, working the night shift, for instance, can go in and out without disturbing the family. This also serves as a financial stabilizer for the community, being a possible source of additional income.

Commenting on his latest achievement, San Lorenzo Village, Bohannon told *American Builder:*

"As the result of our previous experiences in war housing, and of extensive research and architectural planning, we selected a single floor plan that combined the best living conveniences and comforts possible within the 1,000 square feet of area permitted for 3-bedroom homes; plans are shown on following pages. To this we added a concrete slab for a desirable future garage; the garage itself being prohibited during the war period. We obtained the variety and diversified architecture required in an attractive community by skillful and ingenious handling of roof elevations, exterior finishes, spacings, setbacks and color. The effect is pleasing and harmonious, with sufficiently dissimilar individual homes to meet individual tastes and to be interesting.

"In keeping with the policy established for other Bohannon planned communities, the quality of construction in San Lorenzo Village is considerably higher than F.H.A. requirements, and affords a reasonable preview of what may be expected in the post-war housing market within this price class. As I stated earlier, in planning San Lorenzo Village our objective was to create a permanent community that would achieve and hold through the years a high degree of public acceptance. That was our objective, and I believe we have fully attained it."





L-SHAPED living-dining room has big window areas for plenty of light and air; simple fireplace detail is modern, effective. See following pages for plans. ⟶

BELOW: Super-market under construction in shopping district which has stores, movie, bank, etc., grouped around central parking.



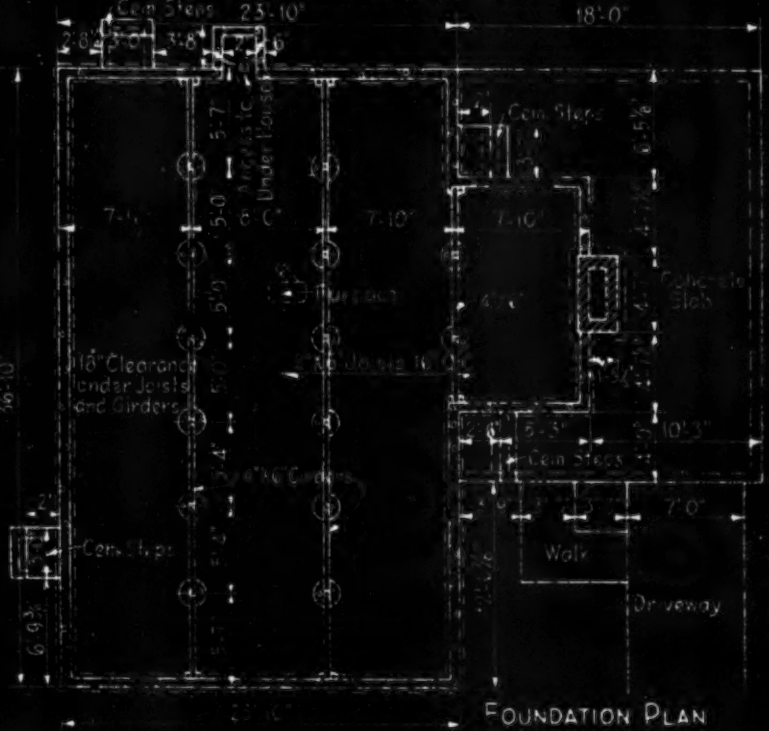
Bohannon's War-Tested Worker's Home

No. 3 of Blueprint Series—This design with a record of buyer acceptance points the way to better post-war industrial housing. See story on preceding pages.





FIRST FLOOR PLAN



FOUNDATION PLAN



EAVE OVERHANG



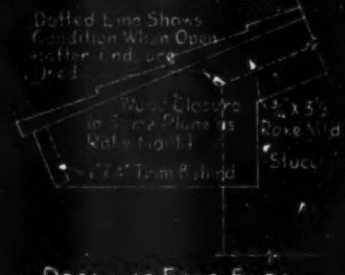
WINDOW HEAD



DOOR HEAD



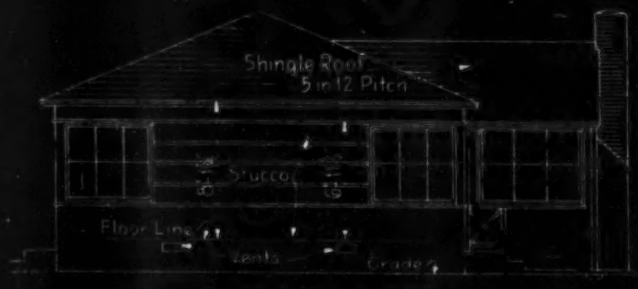
EAVE OVERHANG AT PORCH



DETAIL AT EAVE ENDS



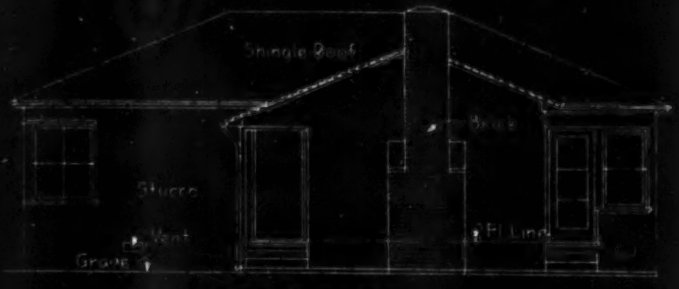
DETAIL OF WINDOW AND DRIP GUARDS



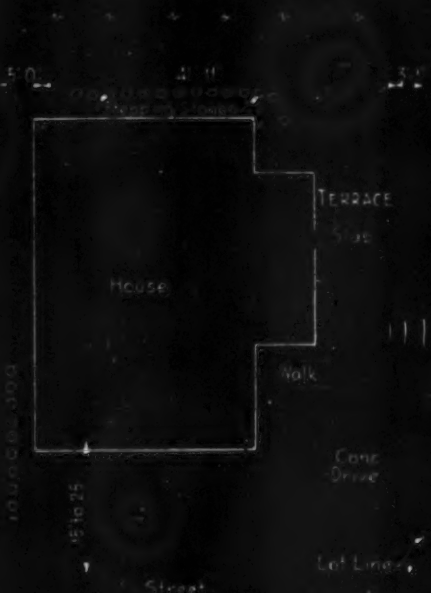
FRONT ELEVATION



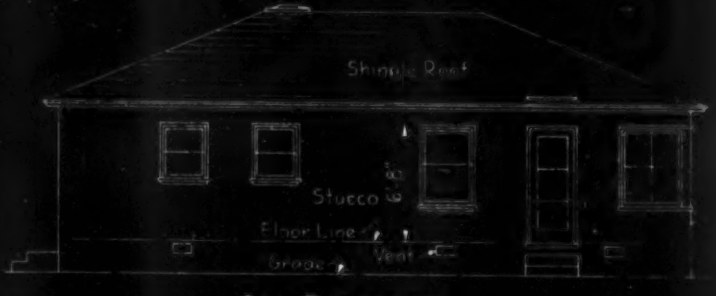
REAR ELEVATION



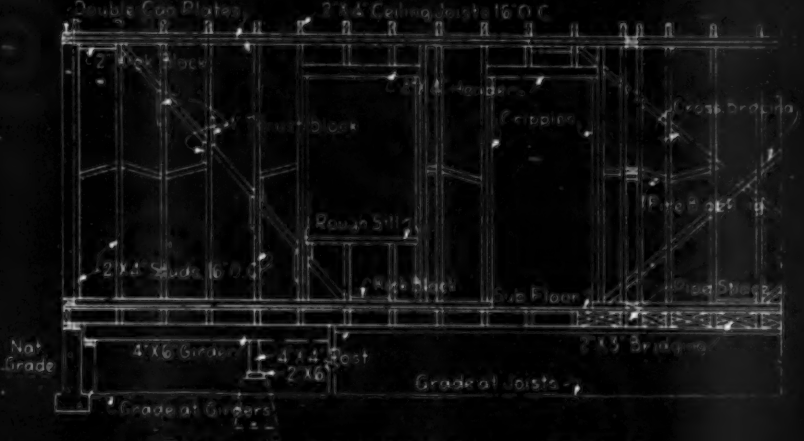
SIDE ELEVATION



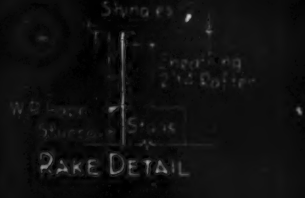
PLOT PLAN



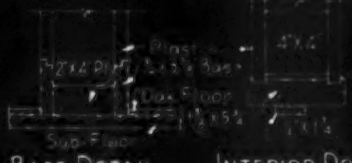
SIDE ELEVATION



TYPICAL FOUNDATION AND WALL FRAMING

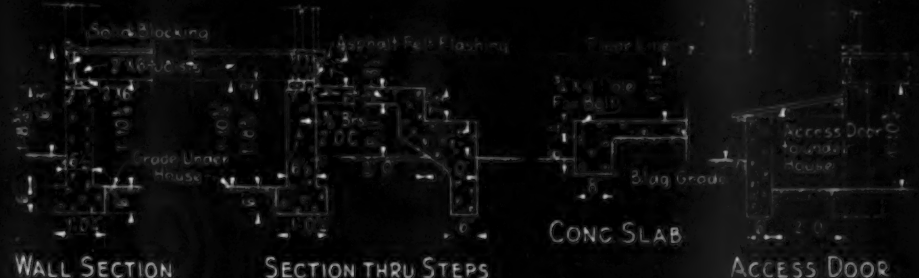


RAKE DETAIL



BASE DETAIL

INTERIOR DOOR



WALL SECTION

SECTION THRU STEPS

CONC SLAB

ACCESS DOOR



FIREPLACE MOULDING

Basement Forms Speed Work and Save

AS YET there are no prefabricated basements on the market. However, many time- and cost-saving ideas on basement construction have come out of war experience where it was possible to duplicate operations on the basic plan. During the past year a number of these have been presented in *American Builder;* here is another successful method as worked out by Lee Dellinger, project manager, and John W. Williams, construction superintendent, for the Victory Housing Corporation of Utah.

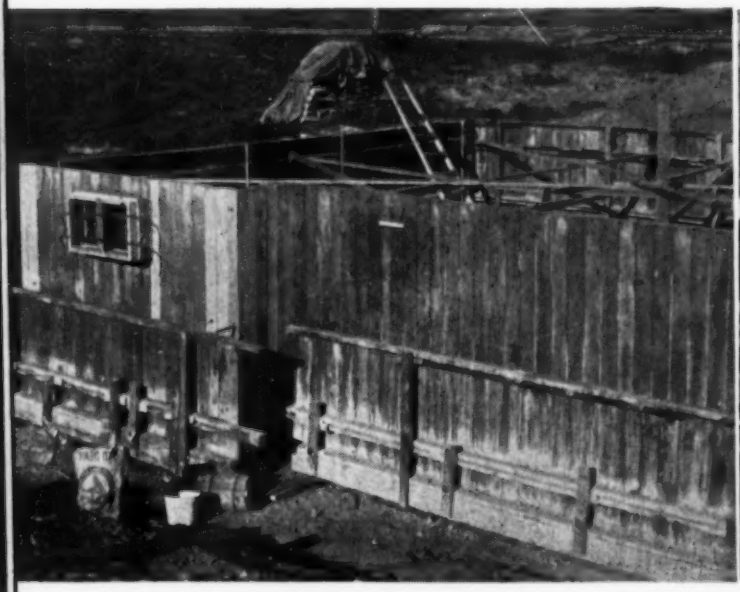
This war housing firm, headed by William K. Barr, has had wide experience on Title VI projects in Utah, Colorado and Wyoming. Both conventional and prefabricated houses have been built. The one pictured here was a 48-unit job near Ogden; full concrete basements and 2-inch cavity walls of brick and cinder block back-up were used.

It will be noted that with this system the form lumber runs vertical and that forming studs are eliminated by using a spread whaler, which forms the slot for the bolts used instead of wire. The forms include the forming for the footings as well as for the walls, thereby eliminating the necessity for tyo separate conventional operations.

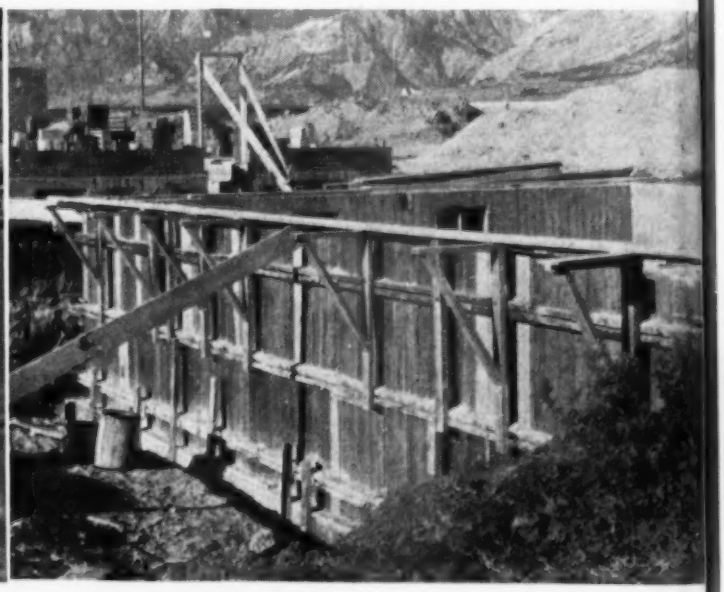
Mr. Dellinger reports: "This one item alone, we feel, justifies the forms as a labor saver. However, the ease with which we are able to pull the form from one hole and place it for another pour all in one operation is the big savings. And, of course, there is a minimum of waste in lumber, because the forms are used over and over."

The inside forms are made in two pieces, the split coming vertically to form the spacer or expander for easy removal. This expander joint is 2 inches wide and is covered with sheet metal. Once the bolts are released, after the pour, the forms can be lifted out with a boom without any prying, or danger of cracking the concrete. The outside forms also are formed in two pieces with the joint horizontal. This is done so that the cellar frames may be placed on the inside form and also the reinforcing steel may be placed with minimum of labor as shown in View 1 below.

The project had three floor plans and nine different exteriors to eliminate the duplication of any house within the block. Slack W. Winburn, well-known Salt Lake City architect, designed the houses.



1 Inside forms in place and lower half of outside forms being bolted to them. Note above, basement window frame.



2 Inside forms removed; outside forms still in place carry special removable bracket serving as runway scaffold.



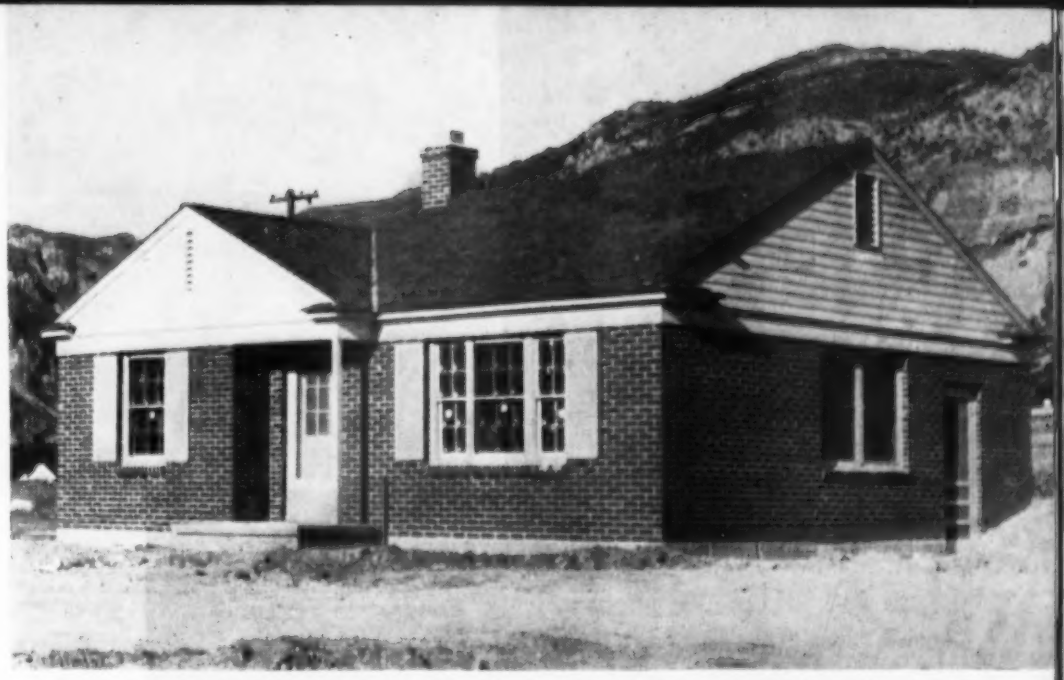
4 FORMS stripped and moved to next pour; backfill being completed. Floor joists were used for runways during pouring.



5 MASONS follow along without delay, laying up brick with block back-up. Note progress on next house at left.

on Labor

Western builder of private war housing proves that quicker, cheaper methods of pouring basements are possible. Post-war projects and interim building program can benefit by his war experience.



7 Completed house as built to plan below features sound construction and good value. Form details show how footing and wall are poured in one operation to make substantial saving.



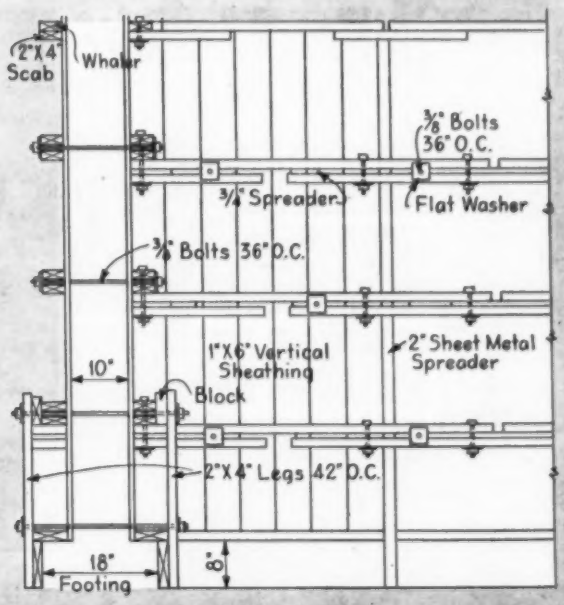
3 Erection boom mounted on truck used for easy placement and quick stripping of forms.

CLOSE-UP of job nearly ready for roof framing, pattern of vertical form boards shows. **6**





FLOOR PLAN

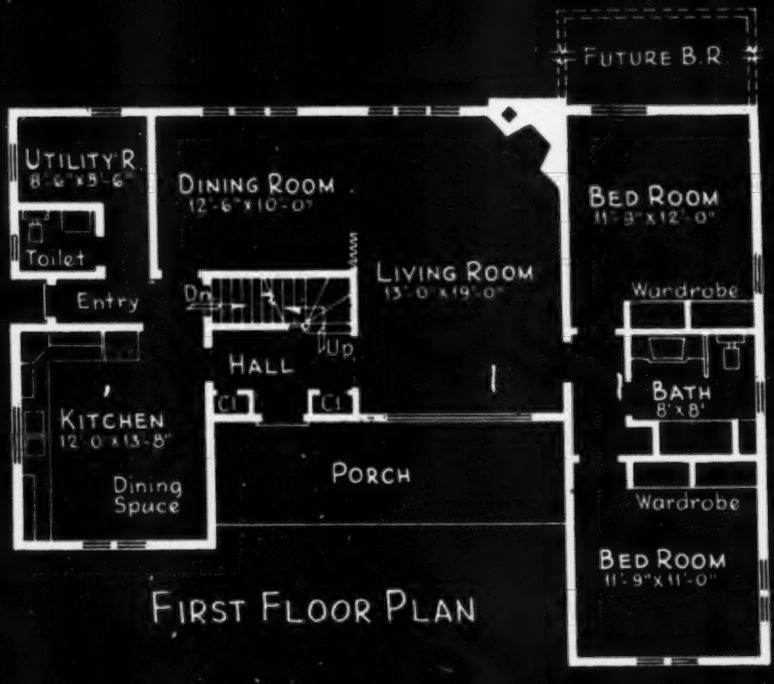


FORM DETAILS

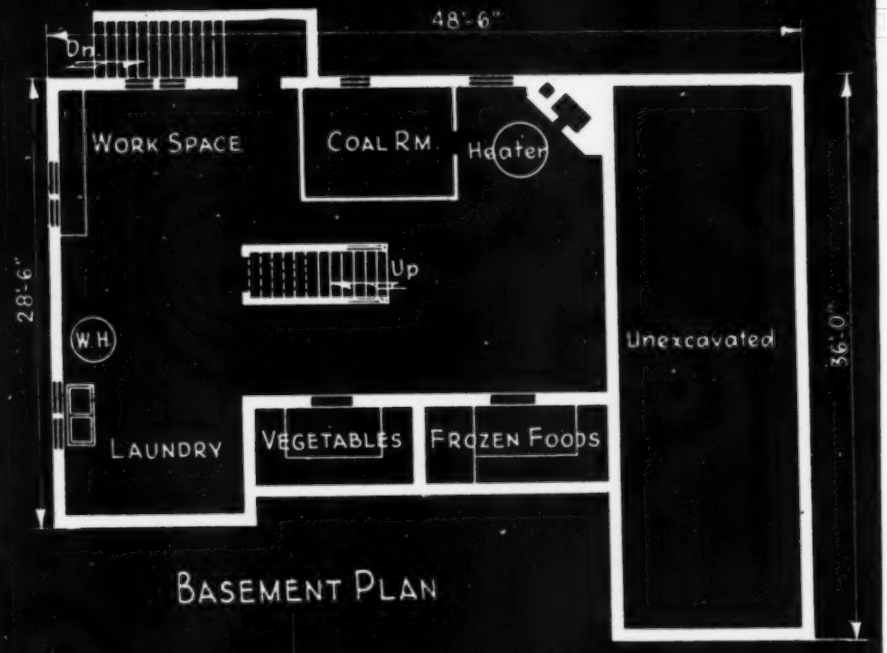


SECOND FLOOR PLAN





FIRST FLOOR PLAN



BASEMENT PLAN



More Designs from Contest

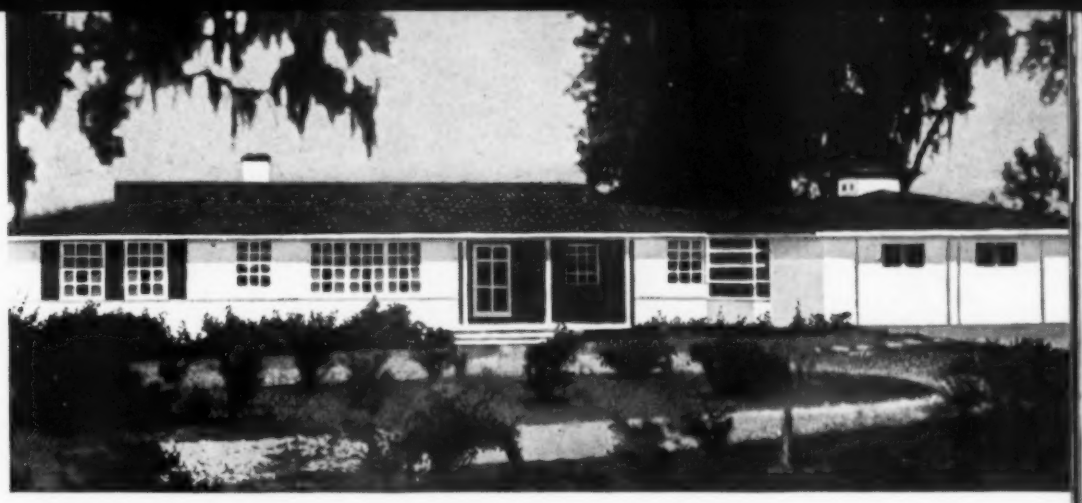
AMERICAN BUILDER'S editors are selecting designs of unusual merit from among those submitted in the N.A.H.B. design competition for presentation to its readers.

The farm house shown on this page won an honorable mention award. Entered by Carrothers and Braun of Oak Park, Ill., it was designed by Architects Braun and Del Bianco, who won several awards.

Service entrance permits farmers to wash up and change clothes before tracking through the house. The general use room can serve for sewing, ironing, and a storage for work clothes and light tools.

Dining space is provided in kitchen for winter when work is light. Dining room serves for summer season's expended help.

On next page is the design for a suburban home, entered by Joseph W. Davin, of Whatley, Davin and Co., Jacksonville, Florida. It arrived too late to be judged. Special study was given to planning the kitchen area, conveniently flanked on one side by the breakfast room and on the other by the servant's room and bath. Both bedrooms enjoy the luxury of private baths. Storage space fairly floods this house. Note two closets in bedrooms.



TOO LATE for the judging, but this suburban home was not designed too little to provide the luxury which fine homes of the future will bring to those who are now saving their bonds for purchase of post-war homes, when happier, peace days return.

Excellent Design Which Arrived Too Late



FRONT ELEVATION



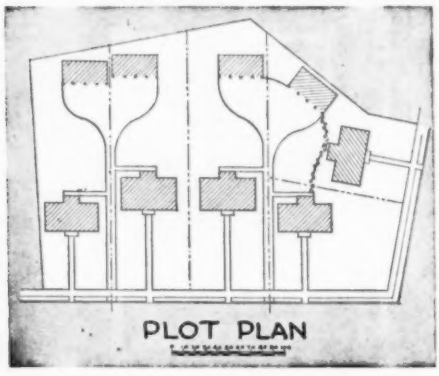


FOUR of the apartment buildings in Buchman's rental project; note set-back as in plot plan. At right, typical plans of these one- and two-

Post-War Rental Units for the Small

HERE'S a way to build rental units post-war on those scattered lots you own or can pick up in your city or town.

Did you know—comparatively few pre-war builders cashed in on the knowledge if they had it—that it is possible to get F.H.A. insurance on rental dwellings, up to four families per unit, under Title II? With the return of peace-time building, and a rental market estimated at 25 to 35 per cent of all newly created housing units, this method offers a vehicle under which the small or average builder can get into rental housing, to be held for his own investment or to be sold to other investors when completed.



PLOT plan shows how builder, with F.H.A. assistants, placed units to fit irregular sites.

Charles Buchman, of Albany, New York, built a number of these rental units pre-war, insured then under Title II, and held them for his own investment. He plans some more when peace comes, for he feels that returning servicemen and women, the normal increase of families, and the thousands of people in his area who are just naturally renters, will be attracted to neat, well-built apartments like those shown on these pages.

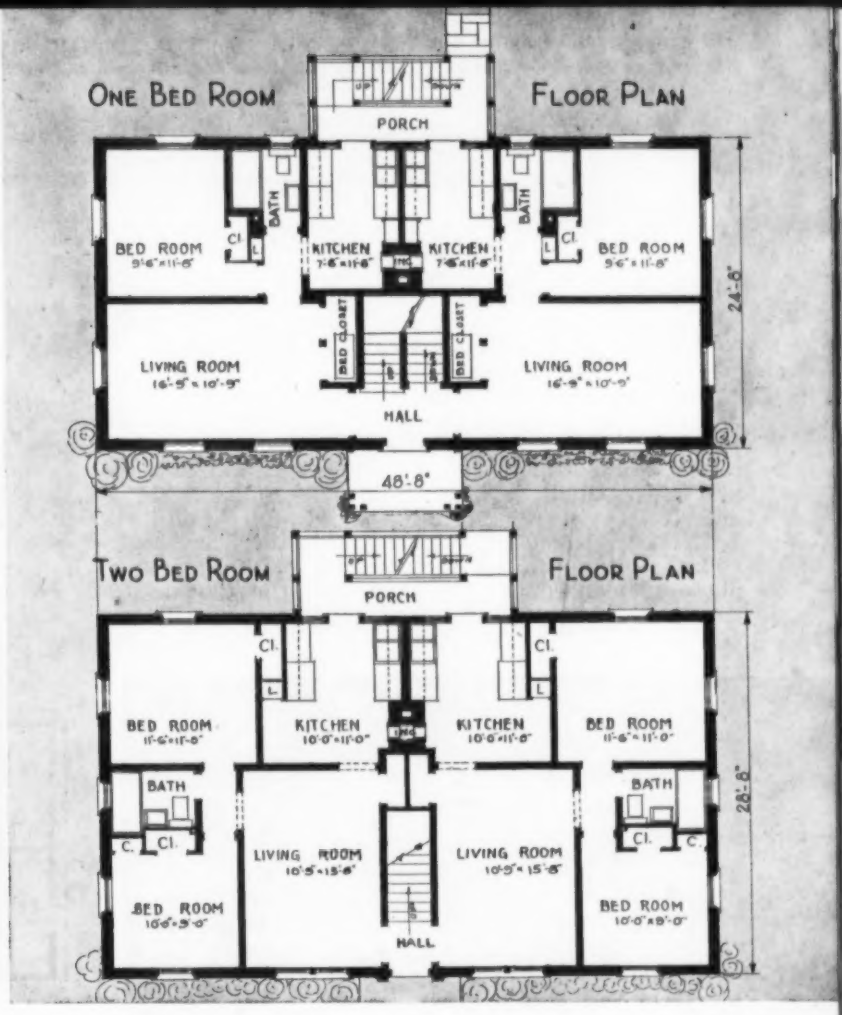
The group of Buchman's pictured here was completed in 1942 in Delmar, a small town just outside of Albany. It comprises five structures of four units each, and was built on an irregularly shaped lot in a fine residential district. Where land is available, such structures may be put up singly or in groups, since each carries its own mortgage arrangements and is a legal entity in itself. The attractive design and layout, plus the high type of tenants attracted to such projects, make the apartments an asset to almost any residential neighborhood.

Buchman's rentals on the buildings pictured run from $50 to $65 per apartment, and his mortgage is $12,000 on each four-family unit, based on an F.H.A. valuation of $15,000. The apartments have never suffered a vacancy since their completion.

Features That Keep Tenants

Features of the Buchman project are full cellars which contain incinerator, heating boiler, domestic hot water tank, laundry trays for common use, and individual storage rooms; further storage space in the attic, reached by a scuttle from the second floor hall; facilities for each tenant to regulate his own heat by thermostat control of individual heating circuits; ample garages on the rear of the lot; con-





bedroom 4-unit structures.



TYPICAL four-unit building of two-bedroom apartments; note compact plan.

Builder

Charles Buchman of Albany built — and held — rental housing pre-war and intends to repeat post-war

crete walks, crushed stone drives, and rear yards lawned for recreational purposes; secondary entrances on the rear for service passageways.

An outline of Buchman's specifications includes concrete footings, 12" concrete block walls, steel columns and wood girders. His exterior walls are of selected common brick veneer on wood frame, with insulating board sheathing. 2" x 8" and 2" x 10" No. 1 common fir, 16' o.c. is called for on his floor framing, while his finish flooring is 25/32 select oak over subflooring. Standard thickness slate is used for his roofs over a roof framing 2" x 8" No. 1 common fir, 20' o.c. Interior finishes are paint over ½" plaster on ⅜" gypsum lath. Stairs are oak treads with white pine risers, while the bathrooms are done in ceramic tile, and Pabco linoleum is used in the kitchens.

Metal kitchen cabinets are G.E., and linoleum countertop kitchen cabinets are featured, along with Miami steel medicine cabinets. For his plumbing, Buchman uses Briggs white fixtures, with a Camel Water Saver closet. The heating plant in each structure is Electrol forced, two-pipe hot water system with oil-fired boiler and four individual circuits, U.S. Gypsum insulating plaster board is used, along with 4" rockwool in attic floors. Each house has its own incinerator, while Kelvinator refrigerators and ranges are furnished with each apartment.

The very probable rental market makes such apartment projects as Buchman's a very salable item post-

(Continued to page 136)

NATIONAL HOMES FOUNDATION shows how to continue home building with proven products and a minimum of critical materials.

No Strain on Critical War Needs Using Gypsum

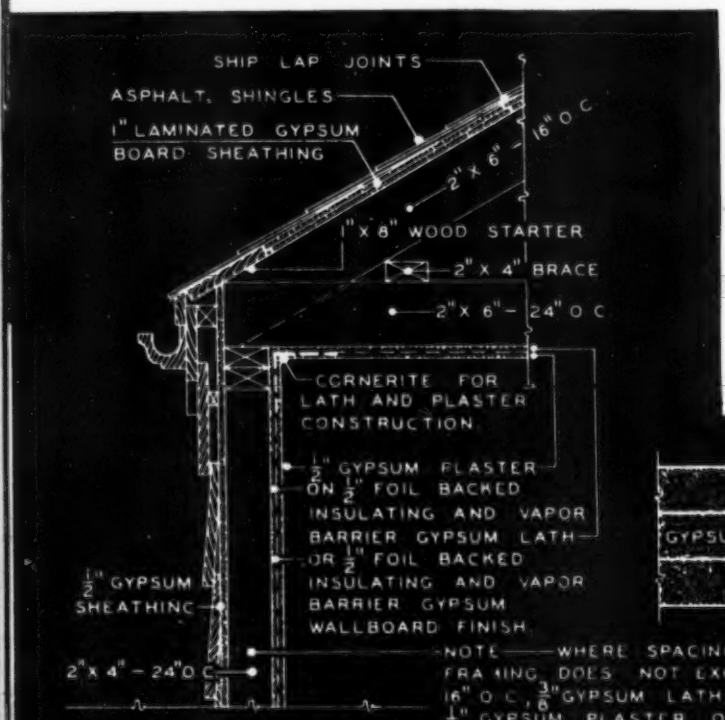
HERE are two new, sturdy, lightweight, space saving, non-bearing partitions that, except for floor and ceiling runners and a few moldings, practically eliminate critical lumber and steel.

The 1½" laminated gypsum wallboard partitions are made of three plies of standard gypsum wallboard laminated (at the mill) to form T and G edges. Panels are 2 feet wide and 8, 9 and 10 feet long. The ceiling height units are set in place between floor and ceiling runners and secured by available wood trim. The panels are available with beveled edges requiring no further joint treatment, or they may be had with square or recessed edges. With recessed edges, the standard perforated tape joint system may be used.

In the two inch solid studless gypsum lath and plaster partitions, ⅜" or ½" gypsum lath in full ceiling-high lengths is erected vertically. The gypsum lath is inserted in the slot of floor runners and flexed into the ceiling runner slot. 2"x4" horizontal, temporary braces are erected on one side of the partition after which it is plastered on each side to bring the over-all partition thickness to 2 inches. Details on the next page.

1" laminated gypsum board roof sheathing under asphalt shingles combined with ½" fireproof gypsum sheathing in the walls protects against exterior fires, and foil-backed gypsum lath or wallboard provides insulation, vapor barrier, protects from fires.

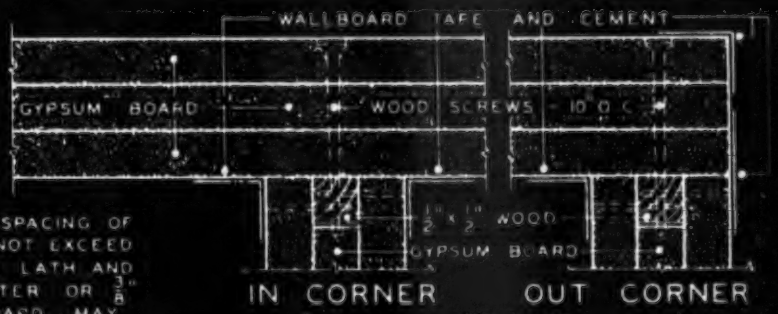
Several additional new gypsum products are shown in the exterior wall and roof section on this page.



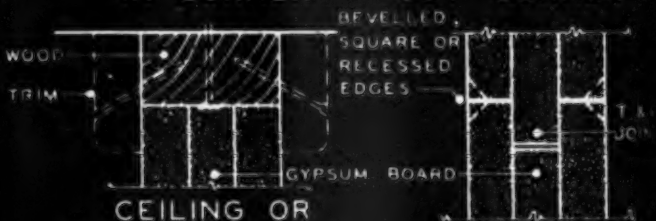
SECTION EXT. WALL & ROOF



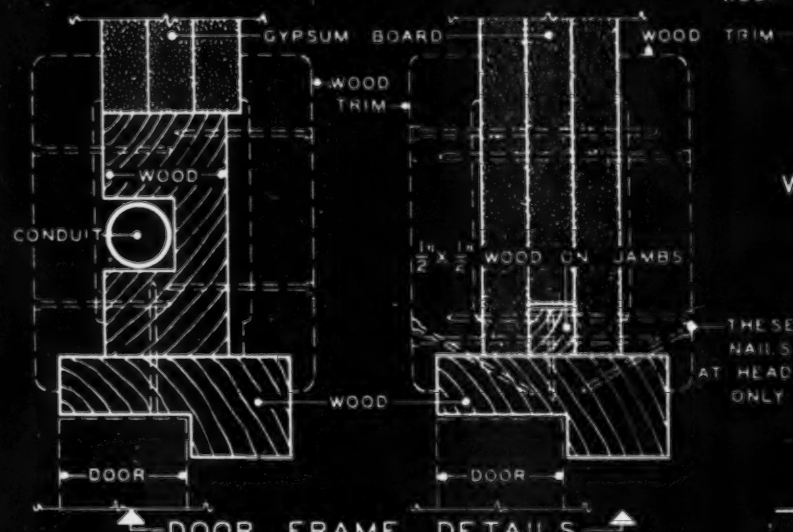
FLOOR PLAN to which details apply



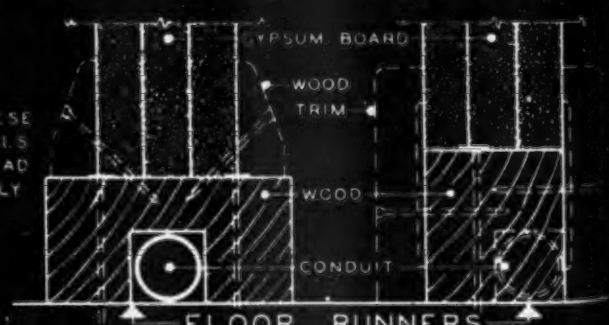
IN CORNER OUT CORNER



CEILING OR WALL JUNCTION JOINT SECTION

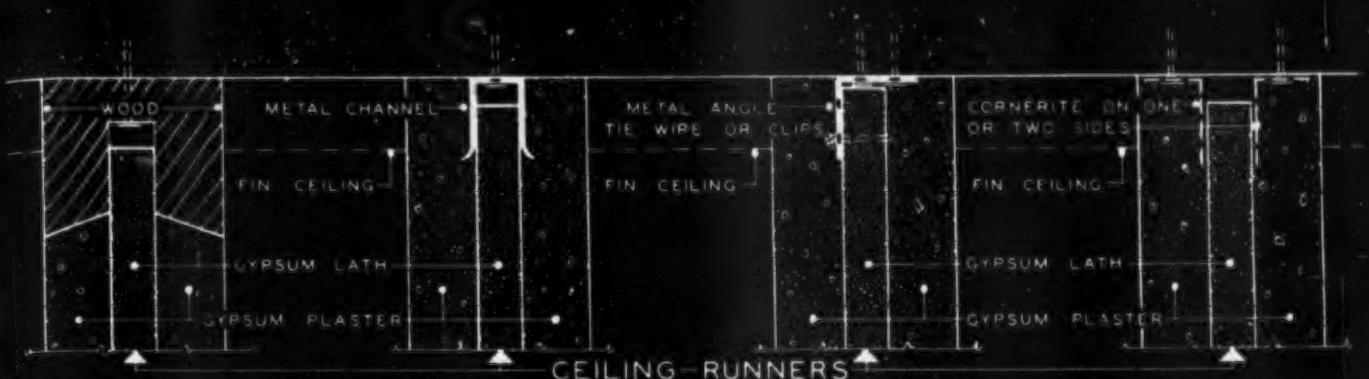


DOOR FRAME DETAILS

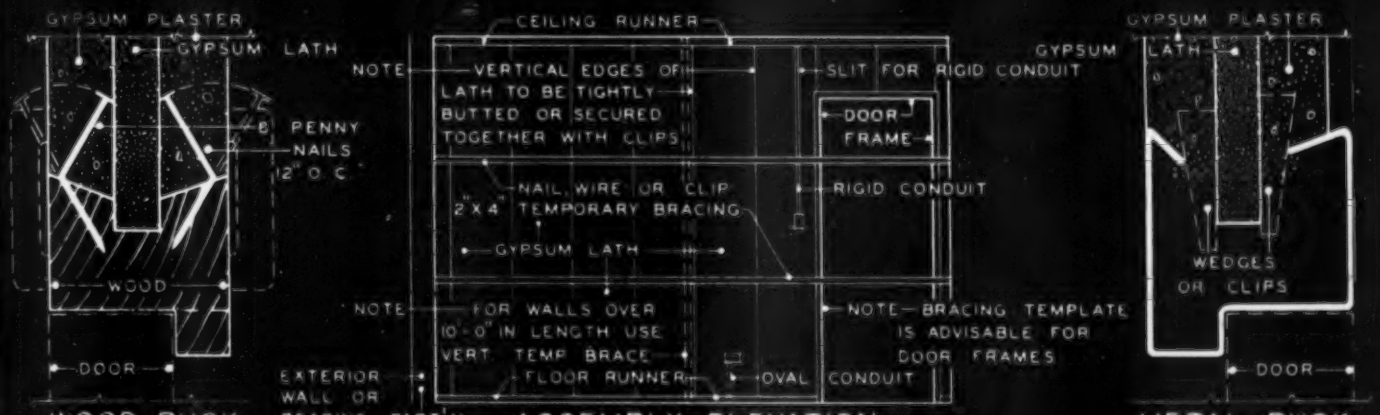


FLOOR RUNNERS

1½" LAMINATED GYPSUM WALLBOARD PARTITIONS



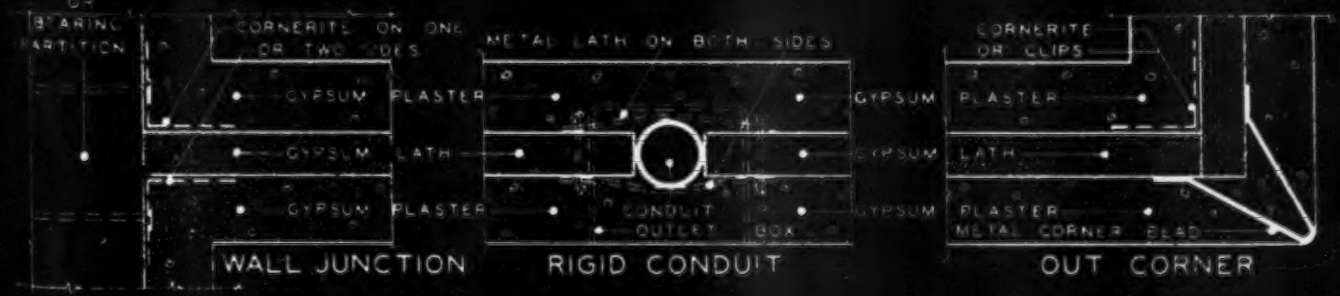
CEILING RUNNERS





FLOOR RUNNERS



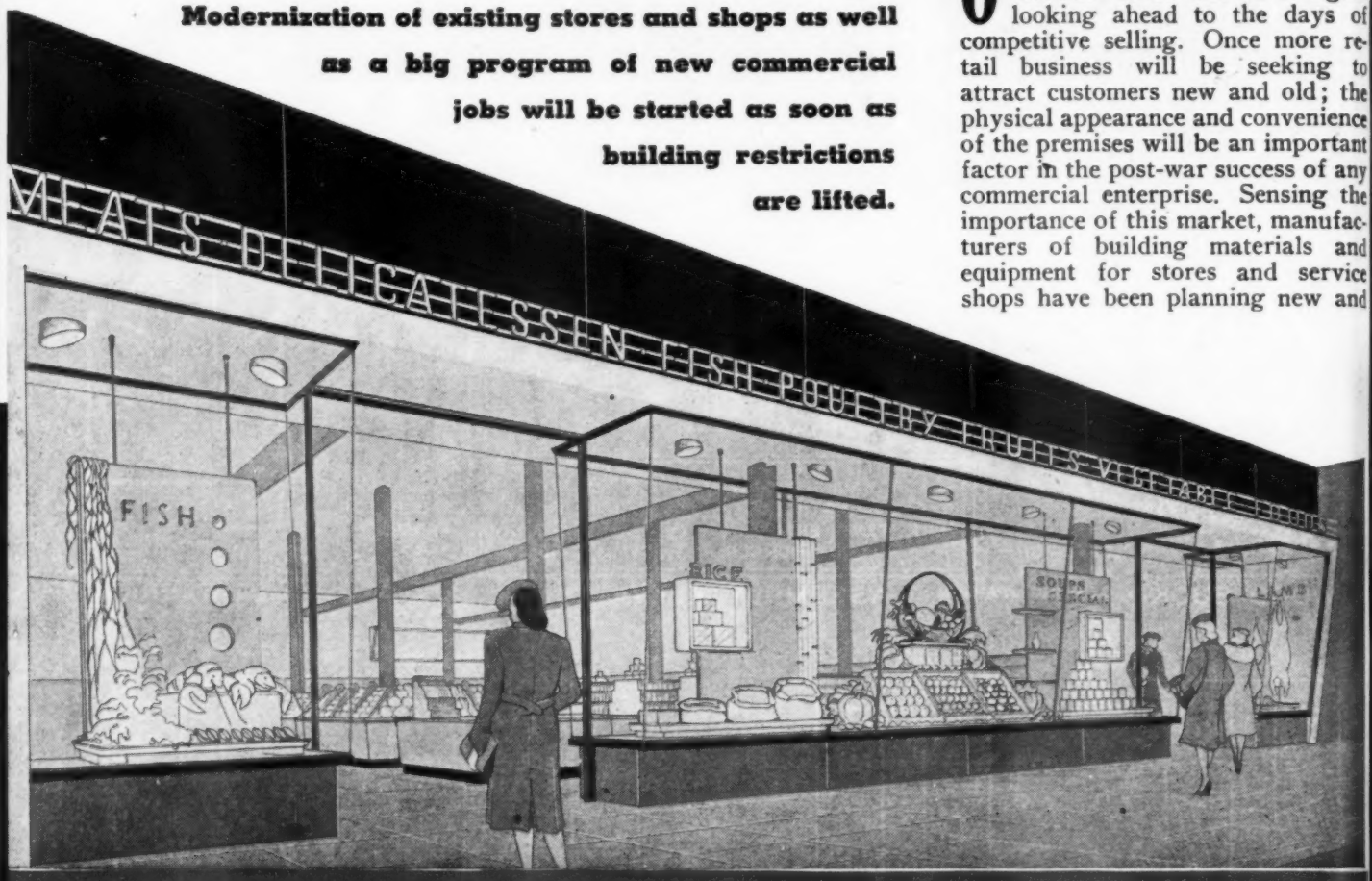


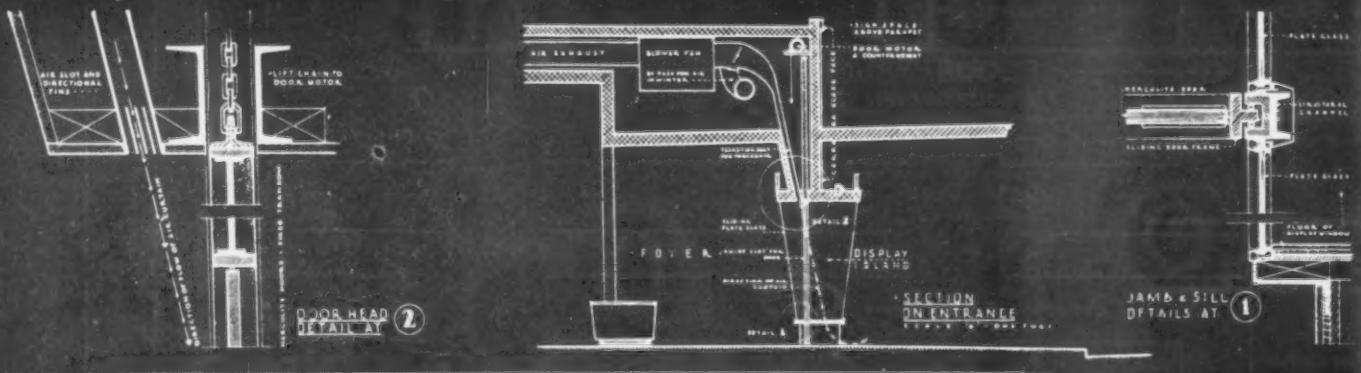
" SOLID STUDLESS GYPSUM LATH & PLASTER PARTITIONS

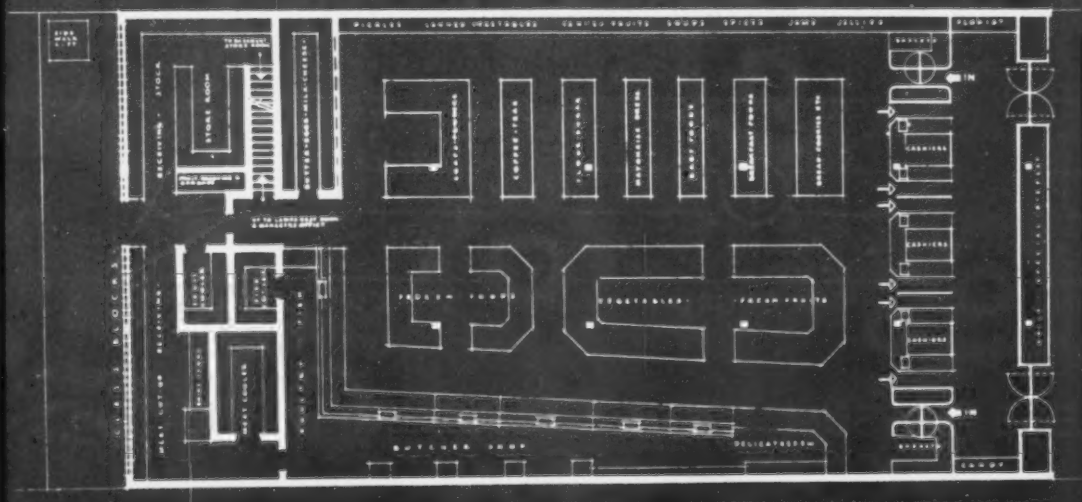
New Materials and New Planning Will Lift the Face of Mai

Modernization of existing stores and shops as well as a big program of new commercial jobs will be started as soon as building restrictions are lifted.

OWNERS and occupants of commercial structures are again looking ahead to the days of competitive selling. Once more retail business will be seeking to attract customers new and old; the physical appearance and convenience of the premises will be an important factor in the post-war success of any commercial enterprise. Sensing the importance of this market, manufacturers of building materials and equipment for stores and service shops have been planning new and







ABOVE: Architect Gardiner A. Dailey uses an "air curtain" to screen the entrance in his version of a future grocery store; modern display windows allow view into interior.

OPPOSITE: Post-war hardware store by Holabird and Root, architectural firm, features a well-lighted front designed for extensive use of both plate and structural type glass.

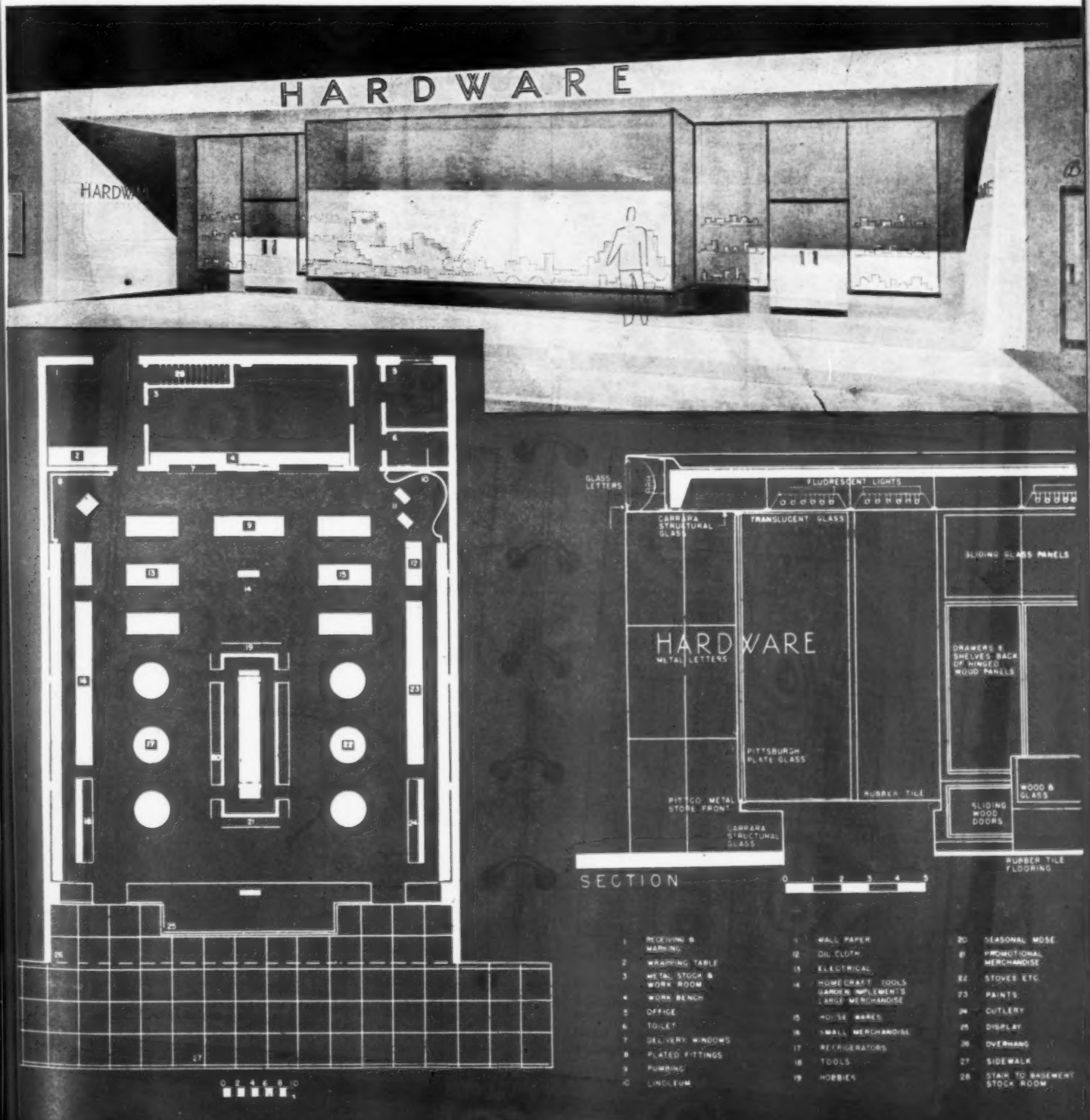
Main Street

improved products. Likewise the efficiency of such buildings has been put through the test tube of planning. New display methods, new lighting and more attractive streamlined exteriors are now coming off the drafting boards.

The Pittsburgh Plate Glass Co., for instance, has felt that the continuing trend toward more glass in stores warranted a new design approach and accordingly they commissioned 21 leading architectural firms to work up conceptions of the post-war form of various types of retail establishments. Results ranged from beauty parlors and theaters to filling stations, candy shops, etc. Two of these design suggestions are reproduced below.

Some of the noteworthy features that will virtually compel customers to come into the place of business because of its new attractiveness include the elimination of all high bulkheads, incongruous window display areas and other obstructions which now stand between the store interior and the customer passing by. In fact the interior of this new type store will be an extension of the exterior set off from the sidewalk by a wall of invisible glass.

Since entire fronts of stores will be revamped, not only single story buildings, but also multiple floor units, the task of ripping out the existing construction and replacing it will be a task in itself of no insignificant nature. The entire interior will, of course, require almost complete renovation to keep in step with building progress. Inside the store, solid partitions will give way to highly transparent glass panels, permitting full display of all merchandise and creating additional sales and display space. Glass will afford endless opportunities for individual and unique treatments.



HANDY NOTEBOOK WORK SHEETS

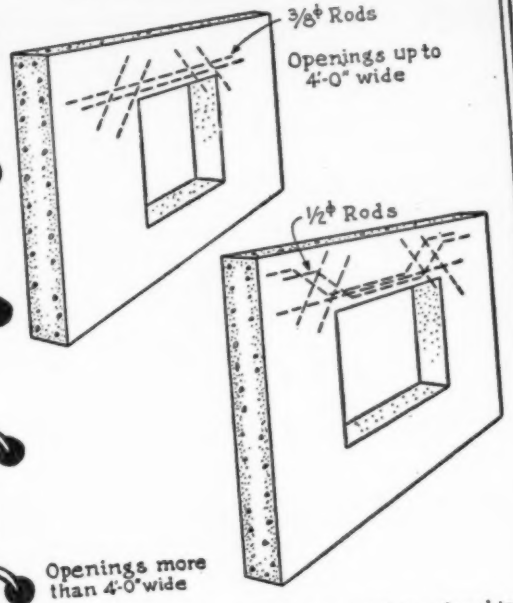
American Builder JOB HELPS

Prepared by Don Graf

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

HOW TO REINFORCE CONCRETE LINTELS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



In monolithic concrete walls, 2 rods ⅜" dia. placed to provide 1" of concrete below them, will carry ordinary loads on spans up to 4'-0". Diagonal rods should be placed at a 45° angle at each corner of the opening, as shown.

For openings between 4' and 8' wide, the rods should be bent up at about the quarter-points of the span. For openings 8' to 12' wide, a straight rod should be added at the bottom.

HOW TO ESTIMATE MAPLE FLOORING

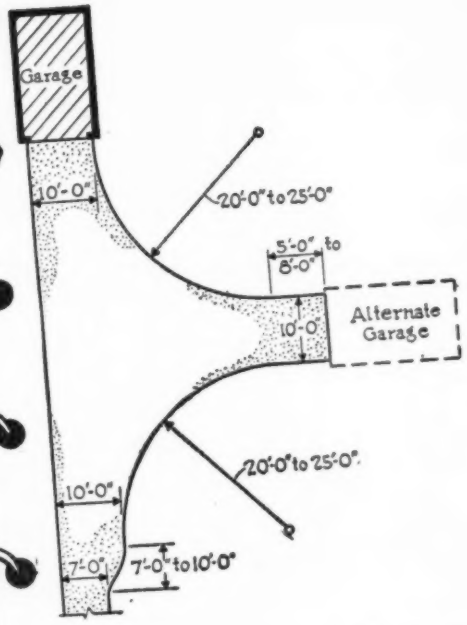
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

Net Sq. Ft. of Floor	BOARD FEET TO ORDER — Nominal Size of Flooring			
	½"x3¼" ⅝"x3¼" 25/32"x3¼"	⅜"x2¼"	½"x2½" ⅝"x2½" 25/32"x2½"	½"x3½" ⅝"x3½" 25/32"x3½"
1	1.3	1.3	1.3	1.2
2	2.6	2.6	2.5	2.4
3	3.9	3.9	3.8	3.6
4	5.2	5.2	5.0	4.8
5	6.5	6.4	6.3	6.0
6	7.8	7.7	7.6	7.3
7	9.1	9.0	8.8	8.5
8	10.4	10.3	10.1	9.7
9	11.7	11.6	11.3	10.9
10	13	13	13	12
20	26	26	25	24
30	39	39	38	36
40	52	52	50	48
50	65	64	63	60
60	78	77	76	73
70	91	90	88	85
80	104	103	101	97
90	117	116	113	109
100	130	129	126	121
200	260	257	252	242
300	391	386	378	362
400	521	515	504	483
500	651	642	630	604
600	781	772	756	725
700	911	900	882	845
800	1,042	1,029	1,008	966
900	1,172	1,158	1,134	1,087
1000	1,302	1,286	1,260	1,208

The table figures read in BOARD FEET required, not in square feet. Five percent has been allowed for waste, cutting and matching. EXAMPLE: To cover 830 sq. ft. of actual floor area, you need to order 1008+38=1046 *board* ft. of ½" x 2½" maple flooring.

HOW TO PLAN DRIVEWAYS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



It would be short-sighted indeed to lay out a driveway using the smaller dimensions shown here which allow only for smaller cars. Unless absolutely impossible, the larger figures should always be used. Driveway shown permits driving in to either garage location, exit requiring one backing up to face the car to the street.

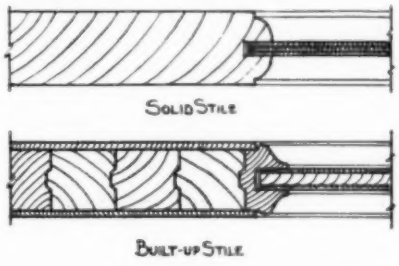


How-To-Do-It Pointers

How to Know Types of Doors

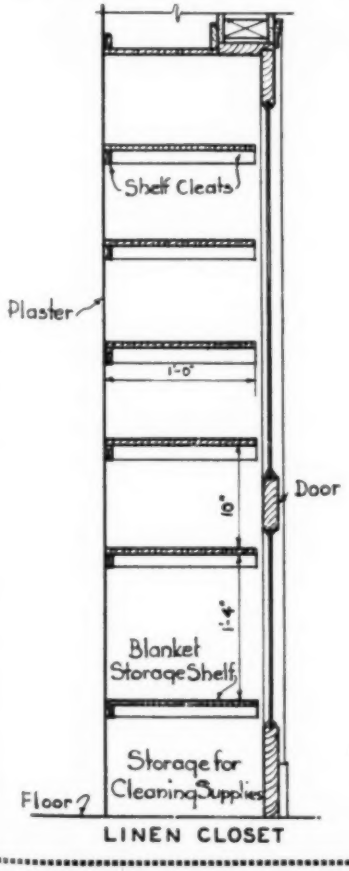
INTERIOR and exterior doors are made in many styles and types of construction. They are identified by their size, system of paneling and construction. The stiles are either solid or built up of several pieces of lumber machined and glued together and covered with veneer on the exposed surfaces. These stiles and rails are moulded in any one of several forms to receive the panels of the door.

Doors are made of any one of several kinds of wood, but pine and fir are most frequently used. Exterior doors are generally made of solid pine in standard paneling and glass-light sizes. Veneered outside doors are made in so many styles that it is best to refer to a mill catalog for a complete description. Modern glues developed during the war make veneered doors as impervious to weather as solid doors.



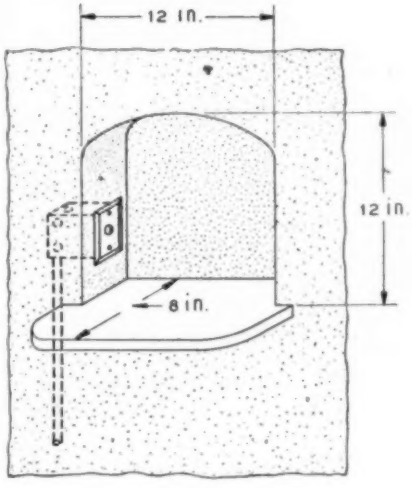
How To Dimension a Linen Closet

UTILITY is the basis upon which a linen closet should be planned and built. The dimensions are important because certain types of linen are stacked together and they vary in size so that waste space occurs unless some thought is given to the subject. The illustration shows a typical closet which covers average conditions, although the distances between shelves can vary to fit individual cases. Although the sketch shows no ventilation, there should be an opening at the bottom of the door and one at the top, or other means for circulation of air.

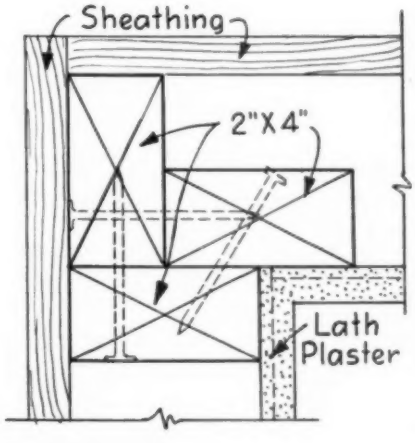


How to Build Minimum-Size Telephone Niche

GOOD post-war houses will have facilities built into them for adequate use of telephones throughout the house. To this end, all Bell Telephone offices will respond, through their Architects' and Builders' Service, without charge, and consult in regard to planning telephone outlets, including service entrance information and the use of protector for cabinets where the service terminates in finished basement living quarters or recreation room. The niche illustrated shows minimum dimensions and location of outlet. In a normal 2 by 4 studded wall, the shelf will project.



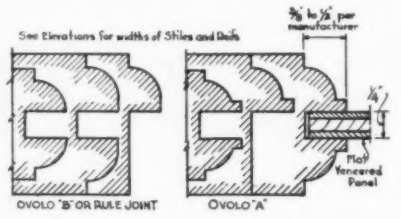
How to Build and Nail Frame Corner



RECENTLY How-To-Do-It Pointers showed three ways to build up frame house corners. Another method has come in from Omer Moore, Toalatin, Oregon, and the illustration shows how it is done. He has used it for 30 years, his letter says, and so far he has never had a corner crack in the plaster. This method, like all others, produces a four-inch wall with proper nailing surfaces on the inside for lath or wallboard, and on the outside for sheathing. Notice the directions in which the nails are driven and their locations.

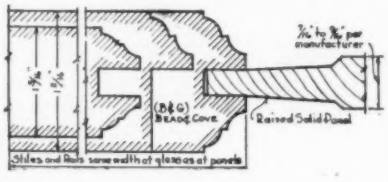
How to Know Doors by Sticker Moulds

MODERN designs, both exterior and interior insofar as doors are concerned, embrace both the austere features of flush panels and the gracefully moulded stiles and rails with inset panels. The three drawings on this page show tried and true moulding designs that will always be in demand. The ovolo B, and the ovolo A are neat patterns for flat veneered panels. Sizes of the cuts vary with manufacturers but the basic design is always the same. Widths of stiles and rails vary and are listed below. Remodeling and rehabilitation jobs—and there will be many of them at good profits—call for the matching of door mouldings as well as types and arrangement of panels. Interior architecture is as important as exterior, and the existing trim and doors in a house set the background for choosing mouldings by name.



How to Recognize the B and C Mouldings

ANOTHER widely accepted pattern of door moulding is the bead and cove pattern. It has a more sophisticated, as well as decorative reputation, and it is generally used in combination with raised panels. The double sticking of the moulding and the semi-raised panel makes a popular combination. In the space just below, which shows the most common of all, the O.G. or Ogee moulding, there is a list of stile and rail dimensions as well as standard door sizes.



Doors are the major part of any interior architecture. Walls are flat surfaces, but doors open and close and have mouldings on them to break the surface unless, of course, the door is a flat panel, and, even then, there is the door frame to outline the door opening.

How to Know Standard Sizes and Thicknesses

STANDARD OVER-ALL SIZES

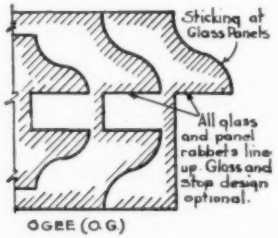
2'6" x 6'6"	2'10" x 6'10"
2'8" x 6'8"	2'8" x 7'0"
3'0" x 6'8"	3'0" x 7'0"

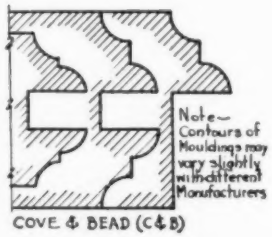
Interior doors go down in size to 2'0" x 6'8"

Casement doors, or two doors to fit a wide opening, vary in size each from 2'0" for a 4' opening, to 2'8" for a 5'4" opening. There are eight normal sizes usually carried in stock.

STANDARD THICKNESSES

1⅜" (1 5/16") 1¾" (1 11/16")
Width of stiles—4 11/16" to 4⅞"
Width of bottom rail—9½" to 9¾"
Width of top rail—approx.—4 11/16"





Another o

Chimney Details and Fireplace Construction are Important for Safety

By R. J. Alexander

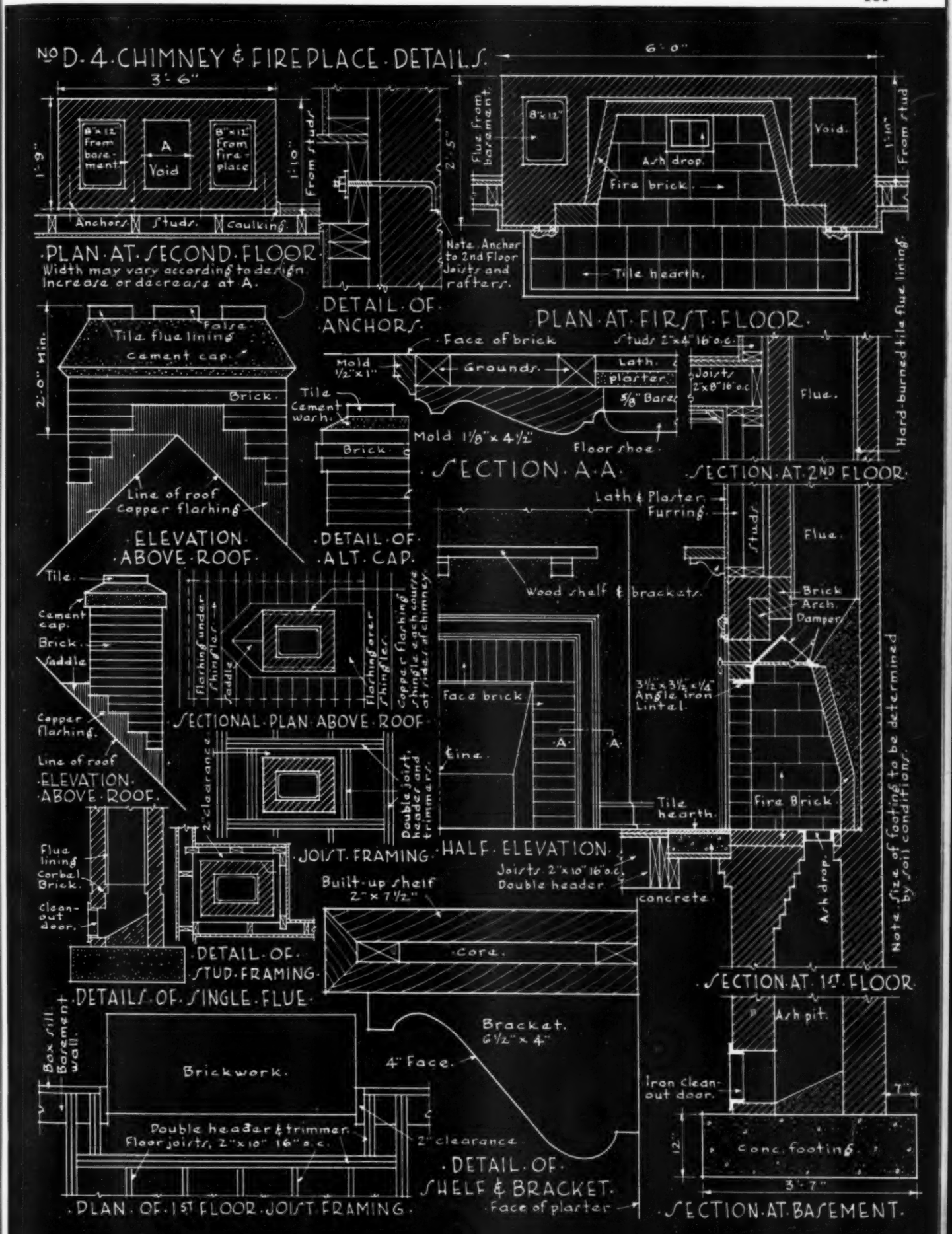
INCLUDED in the plate on the opposite page are many practical details showing approved methods of constructing chimneys and open fireplaces. The chimney details on the left portion of the plate take you from the chimney top, through the second floor or any floor, to the bottom clean-out door. Both roof flashing and saddle are shown, as well as methods of increasing or decreasing the width of a chimney by varying the size of the void between the two flues.

Particular attention should be paid to framing around chimneys and to avoid having any combustible materials coming into contact with the chimney. Flue linings are always recommended. The details of the fireplace construction are obvious, although opinions may vary, especially if a fireplace form is used.

Technical Education by the University of New York State Leads in Vocational Training

THE illustrations and information on this page are printed in cooperation with the Vocational Educational department of the University of the State of New York. Because there will be an unparalleled amount of home building after the war, and because the need for craftsmen will be so great, similar how-to-do-it shorts giving fundamental information on house building will be published from time to time, and some of the material will continue to come from the monographs published by the New York State Educational Department.

Army engineers and Navy Seabees have been doing wonderful jobs around the world in all kinds of construction work, as we all know and appreciate. However, much of the construction work has been quite different than the normal kind used in building a house. These items are, we hope, helpful to returning servicemen.


No D-4 CHIMNEY & FIREPLACE DETAILS
3'-6"
8"x12" from basement
A Void
8"x12" From fireplace
1'-9"
1'-10" From studs
Anchors
Studs
Caulking
PLAN AT SECOND FLOOR
Width may vary according to design. Increase or decrease at A.
2'-5"
DETAIL OF ANCHORS
6'-0"
Flue from basement
8"x12"
Void
Ash drop
Fire brick
1'-10" From stud
Note. Anchor to 2nd Floor Joists and rafters.
Tile hearth
PLAN AT FIRST FLOOR
2'-0" Min.
False
Tile flue lining
Cement cap
Brick
Face of brick
Studs 2"x4" 16" o.c.
Mold 1/2"x1"
Grounds
Lath
plaster
5/8" Bare
Joists 2"x8" 16" o.c.
Flue
Hard-burned tile flue lining
Tile
Cement wash
Brick
Mold 1 1/8"x4 1/2"
Floor shoe
SECTION A-A
SECTION AT 2ND FLOOR
Line of roof
Copper flashing
ELEVATION ABOVE ROOF
DETAIL OF ALT. CAP
Lath & Plaster
Furring
Studs
Flue
Wood shelf & brackets
Brick
Arch
Damper
Tile
Cement cap
Brick
Saddle
Flashing under shingles
Saddle
Flashing over shingles
Copper flashing, shingle each course at sides of chimney
3 1/2"x3 1/2"x1/4" Angle iron Lintel
Face brick
Line
A
A
SECTIONAL PLAN ABOVE ROOF
Copper flashing
Line of roof
ELEVATION ABOVE ROOF
2" clearance
Double joist, header and trimmers
Tile hearth
Fire Brick
Flue lining
Corbal Brick
clean-out door
JOIST FRAMING
HALF ELEVATION
Joists 2"x10" 16" o.c.
Double header
Built-up shelf 2"x7 1/2"
concrete
Ash drop
Note. Size of footing to be determined by soil conditions.
Core
DETAIL OF STUD FRAMING
DETAILS OF SINGLE FLUE
SECTION AT 1ST FLOOR
Ash pit
Box sill
Basement wall
Brickwork
Bracket 6 1/2"x4"
4" Face
Iron clean-out door
7"
12"
Conc. footing
3'-7"
Double header & trimmer
Floor joists, 2"x10" 16" o.c.
2" clearance
DETAIL OF SHELF & BRACKET
Face of plaster
PLAN OF 1ST FLOOR JOIST FRAMING
SECTION AT BASEMENT

"Inside—Outside" Is the Consumer Market Today

A study of insulation, types of heating, double-paned windows, orientation for interior as well as exterior satisfaction, and downright home comfort for the owner will assure "black-ink" results.





LIVING ROOM interiors necessarily must include features which make the room itself completely enjoyable when inclement weather dictates staying indoors.

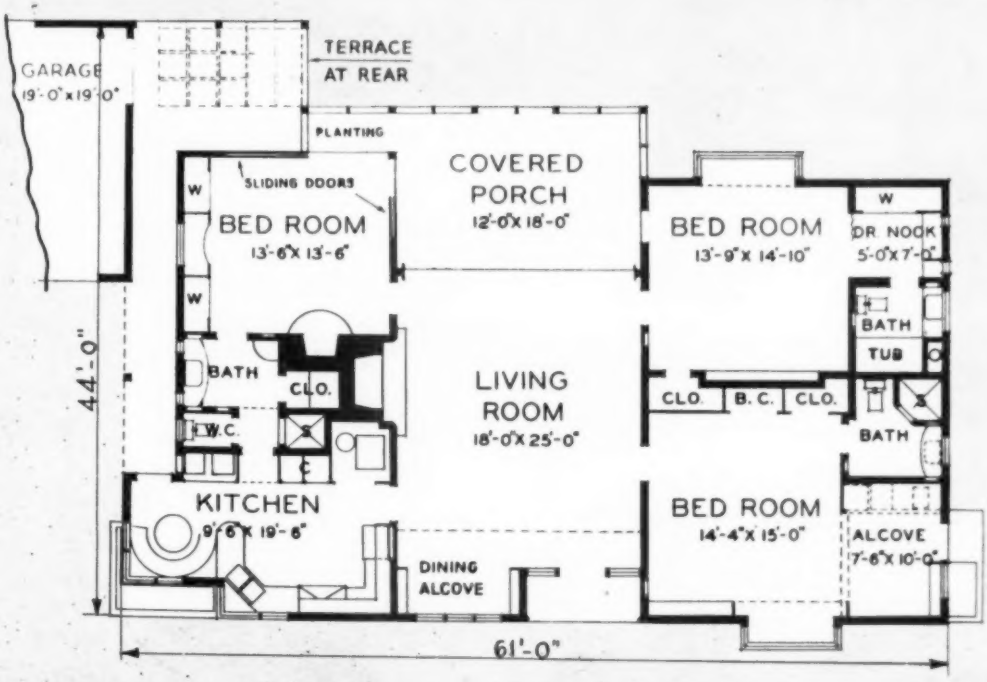


GLAZED sliding doors at the rear of the living room make the covered porch and garden terrace actually part of the house. Features like this are sound sales points not to be overlooked in designing.





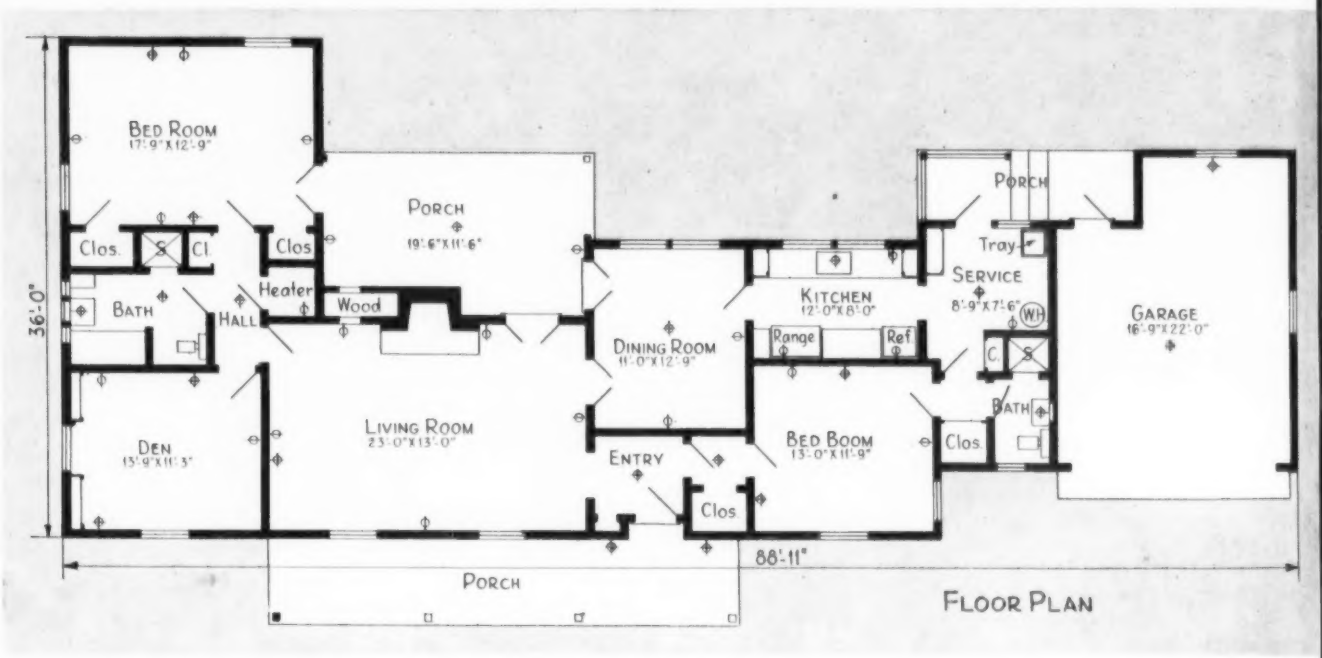
CLIMATE does dictate, to a certain extent, the number of days that indoor-outdoor living is practical. However, by taking advantage of up-to-date building and equipment ideas, the one-story type of house can be as practical in Boston as it is in Los Angeles, and the outdoors equally enjoyed with a blanket of snow or a flood of summer sunshine.



COMPLETE living facilities, so far as floor plan arrangement is concerned, are engineered into this house. Three bedrooms and three baths, plus non-interfering traffic lanes throughout the house attest to a high degree of planning.

Two Houses by Builder Kinsey Show Trend of Future Building

EXPANSIVE living is in prospect for many American families when the necessary war-time building restrictions are lifted. Families will be fed up with small rooms and crowded quarters; and the "miracle house," that many are planning for, is not so much a collection of gadgets as it is an orderly arrangement of good big cheerful rooms with plenty of daylight. "Style" will be dictated by utility and downright common sense. Two recent homes by the active North Hollywood, California builder, Kersey Kinsey, illustrate this trend. The first is a wide-flung ranch-style house of seven rooms, two baths and a double garage. The home was built for Mr. and Mrs. Edward Churchill. The other house is a more compact design, about 37 feet square.



A BROADER style of home with frontage of eighty-nine feet, illustrated below, is typically "Ranch House." Above is the floor plan which shows a well-thought-out arrangement of rooms for this type of house which has such a broad appeal during these times.





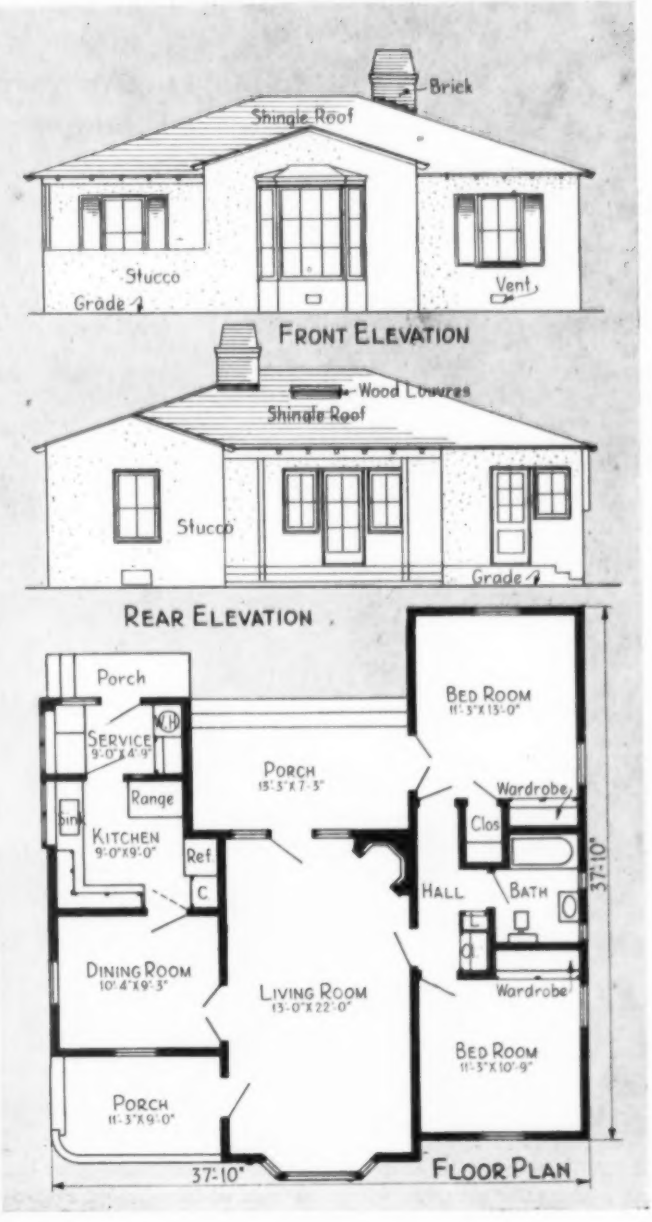
COMPACT two-bedroom home, at right, which has adequate means for comfortable living in a narrow lot house.

and offers a lot of comfort both indoors and outdoors in a 5-room layout on a narrow lot.

Both are basementless houses, built on level lots. The Churchill home is sided with wide shingles and is a typical example of the present popular trend that is by no means confined to the Southwest. The other, built for Mrs. Essie B. Walling, is the standard wire-reinforced stucco on paper on a braced wood frame. Both designs make effective use of front and back porches to open these homes to outdoor living. Comfort and livability were the objectives sought, and gained, by this builder for his clients in these two well-executed home designs.

AT THE RIGHT are front and rear elevations and floor plan of the house at the top of the page.



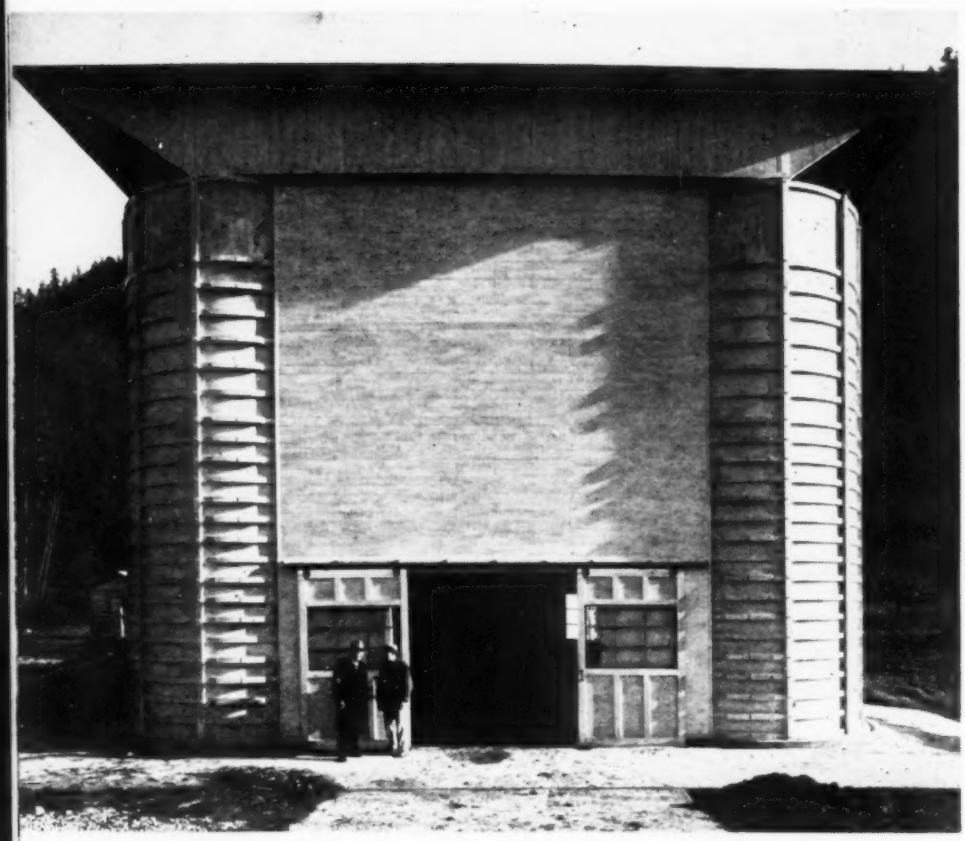


Progressive Building Methods Boost F



NEW EFFICIENCY buildings at Issaquah Farm, viewed from highway with milk house and milking parlor in foreground.

Maurice Jackson pioneers revolutionary type plywood silo, curved rafter cow stable and milking-parlor milk house at his Issaquah Farm, Washington; E. J. Beardsley, designing engineer and contractor



ABOVE are three silos, each 14' in diameter by 28' high—90-ton capacity. They are erected as a triangular group on a concrete mat, and are roofed over with a single large roof.

LEADING dairy farmers and barn builders of Western Washington have been following with close attention the current developments on the Maurice Jackson farm at Issaquah, Washington. There Jackson, a prominent Seattle insurance man and a graduate in animal husbandry at Idaho State College, is exercising his interest in dairying by giving a practical test to the no-haymow system of farm building and dairy feeding.

He has a beautiful yet practical layout of buildings for a 60-cow herd to supply a part of the nearby Seattle milk market. The milking-parlor plan of management is provided for, with the cows going to the milking machine stalls, four at a time.

The cow barn, size 36 by 134 feet, has concrete-block side walls and a Gothic roof supported by 70 curved laminated rafters designed and fabricated by Timber Structures, Inc., using ¾ inch Douglas fir strips and Laucks structural glue. Starline Co. stanchions, carriers and roof ventilators are used. The three big silos, specially constructed, carry the entire feed ration without need for overhead hay storage.

Maurice Jackson determined to try

Farm Income

By Bernard L. Johnson
Western Editor



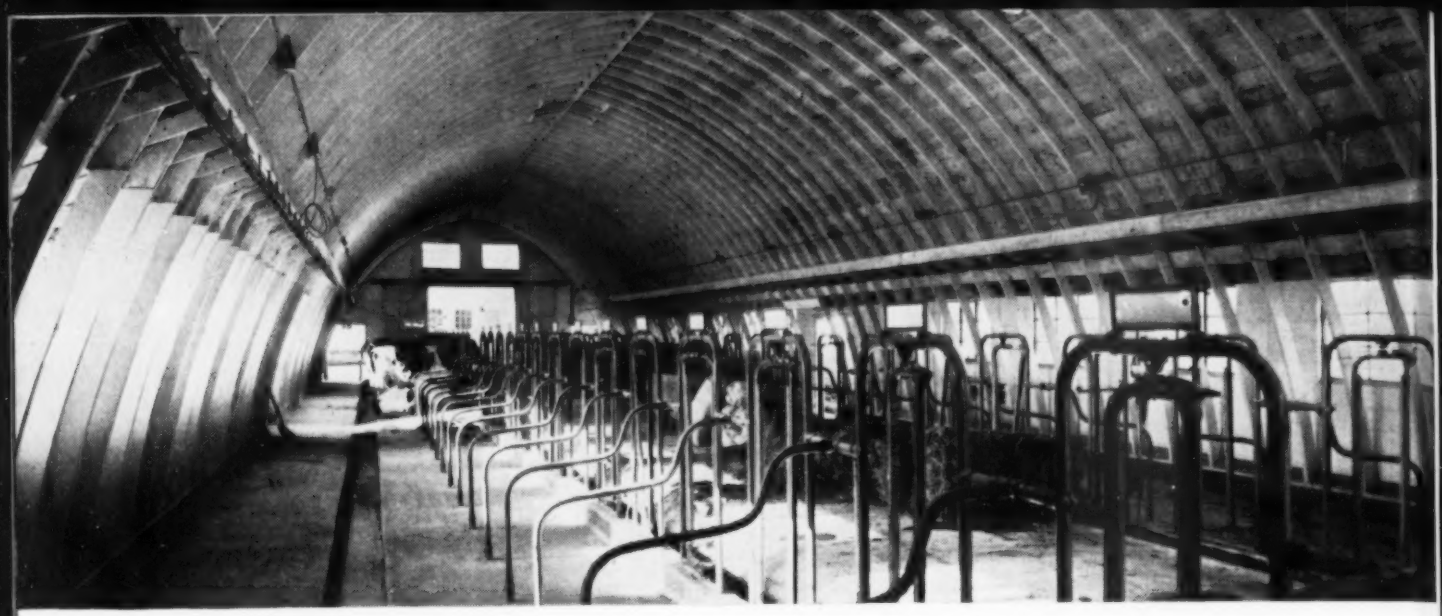


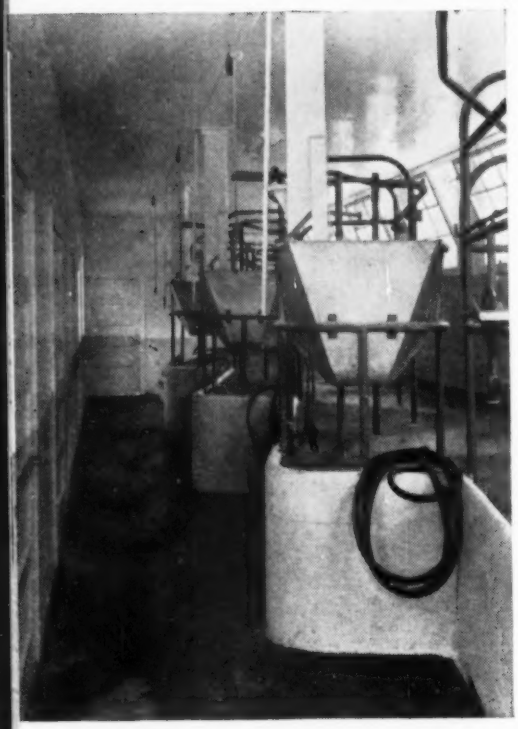


COW BARN under construction, showing curved laminated rafters on two foot centers.

out a new idea in silo construction at the same time he was testing the all-silo feed ration plan. Through the U. S. Dept. of Agriculture he was given priorities to go ahead. The three silos are walled together with short connecting sections to form a large central feed room serving as a "throw-down" space for all three of them.

The construction of these silos is a 3-ply exterior grade Douglas fir plywood ⅜" thick applied with nails and bolts to the inside of prefabricated circular ribs of laminated wood, 44 feet in inside circumference, and 2" by 2" in cross section. Vertical posts, 3½" by 4" spacer blocks midway between, combine with the heavy doorposts (6" by 8") to give a strong frame. The circular ribs are spaced 12 inches apart for the first 8 feet of height and then 16 inches up to within 4 feet of the plate. This is a very strong and permanent type of





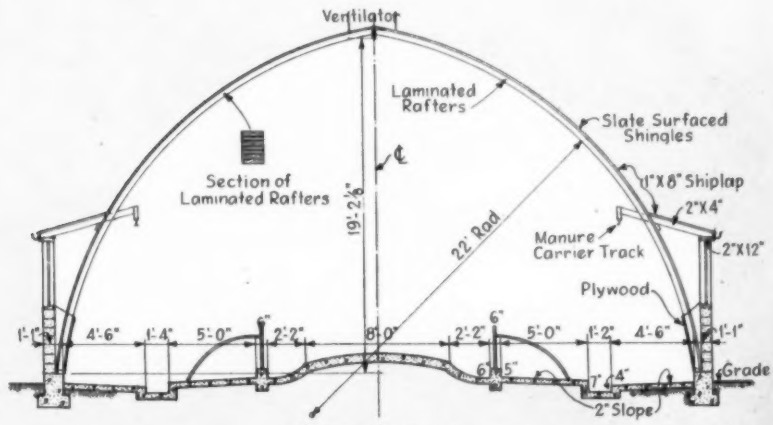
DAIRY STABLE completed and in use, a remarkably well-ventilated and lighted pavilion for cow feeding with no hay-mow fire hazard above.

TO LEFT is milking parlor where the cows are pneumatically milked four at a time, 32 cows per hour. Floor plan and construction details below.

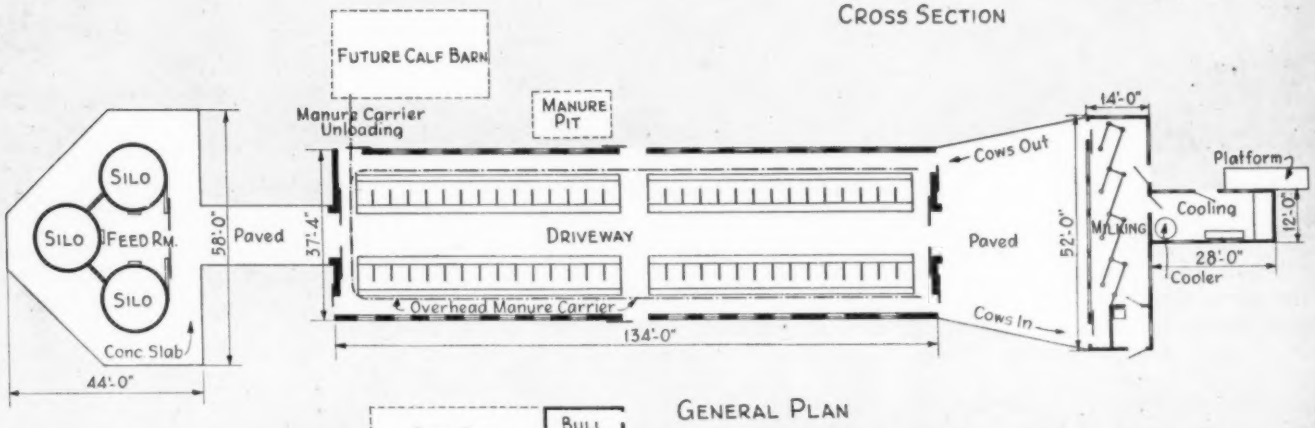
silo construction—probably stronger than was actually required for safety.

Contractor E. J. Beardsley of Seattle and Bellevue, Washington, reports that his gang of 4 men using a movable center staging set up the curved roof rafters for the barn in 12 hours.

This general type of farm building construction is being watched with great interest, not only in the state of Washington, but all over the country by both builders and dairy men.



CROSS SECTION

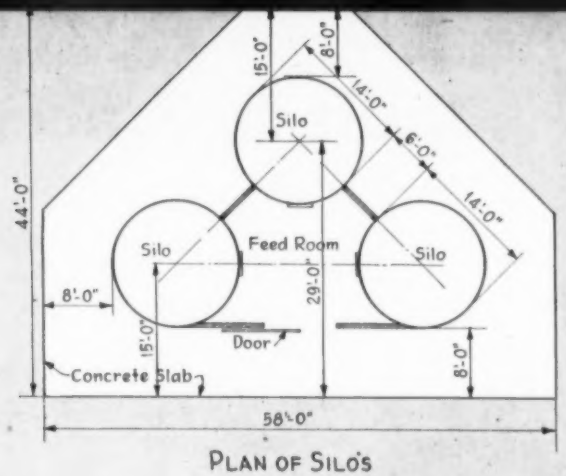


GENERAL PLAN

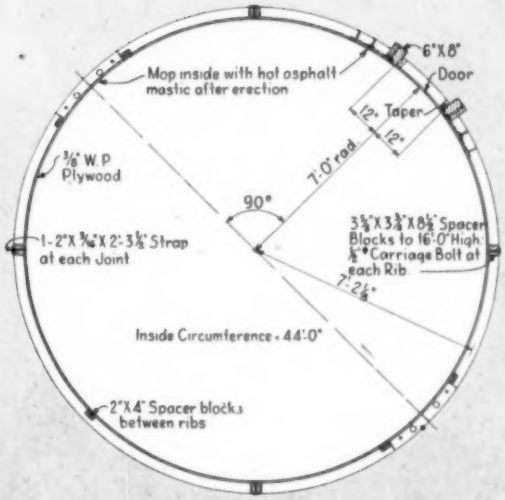


CLOSE UP of side-wall construction showing the glued-up laminated barn rafters.

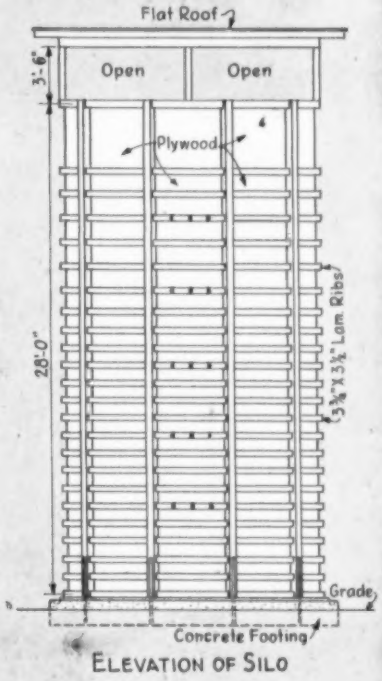
THE present trend in dairy barn construction points toward the use of silos in place of haymows. Three plywood-lined rib silos on the Issaquah Farm are 14 by 28 feet and are connected and roofed to form a feed room. Still to be built is an overhead carrier track from silos through center of barn.



PLAN OF SILOS



PLAN



ELEVATION OF SILO

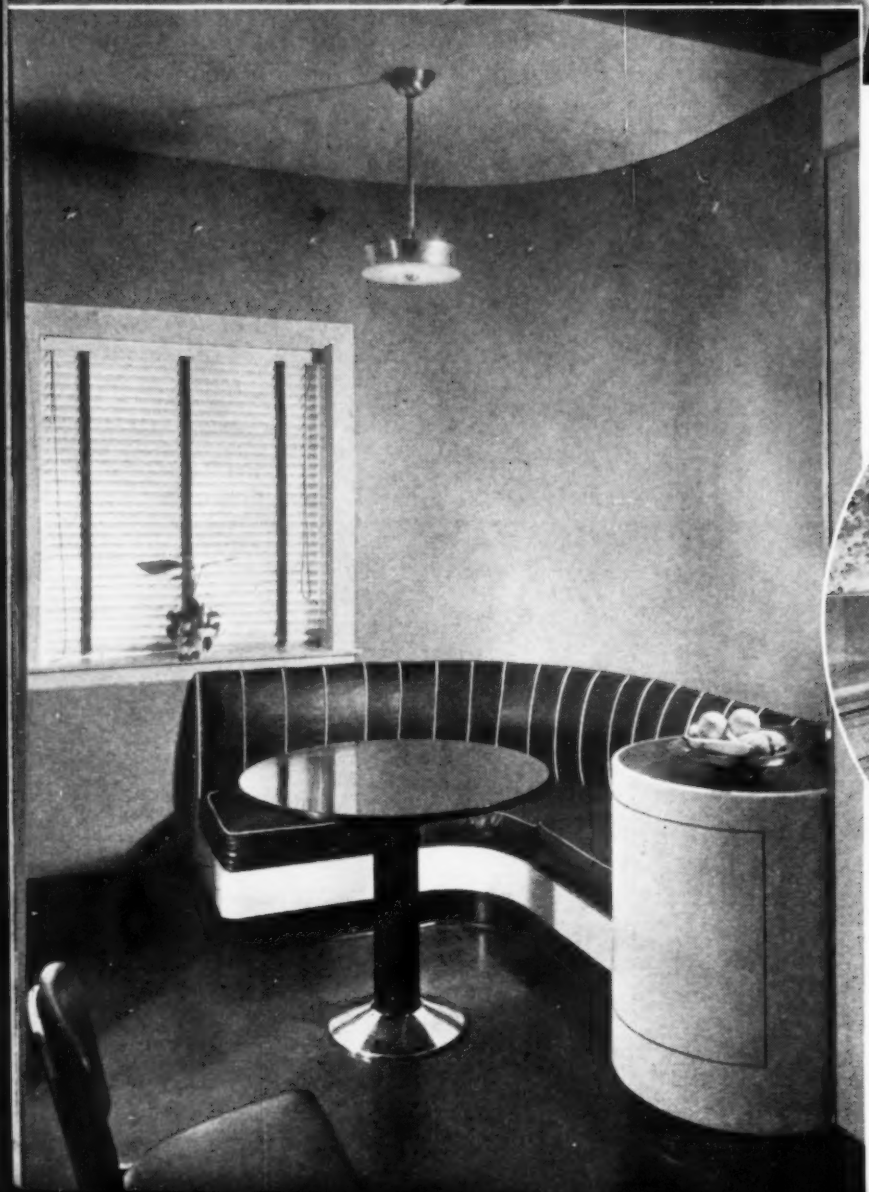


SECTION THRU SILO FOUNDATIONS



Built-In Places for Snacks Intrigue





ABOVE is a folding portion of a modern built-in arrangement for informal dining. Below is a kitty-corner kitchen layout which creates interest as well as being very practical.

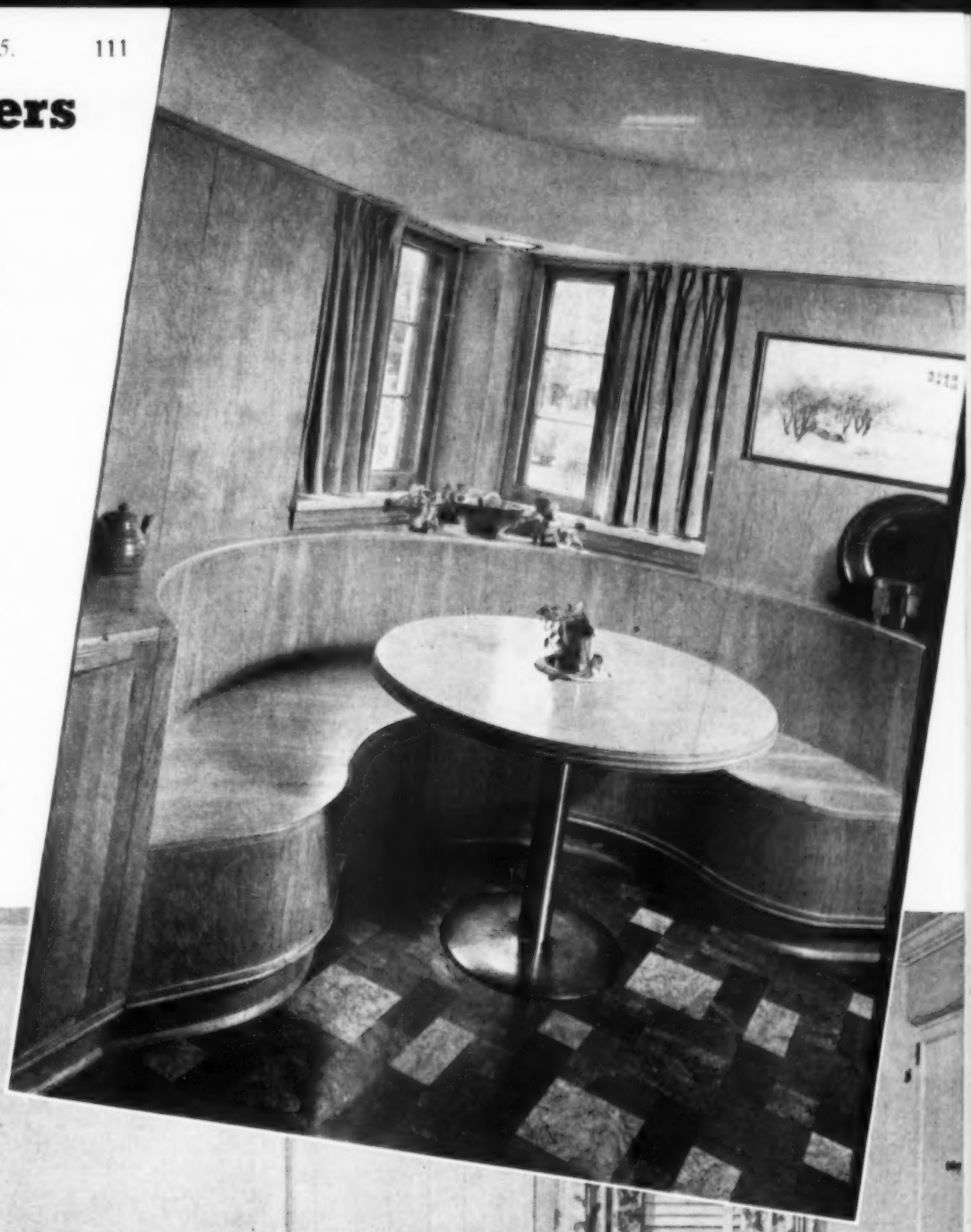


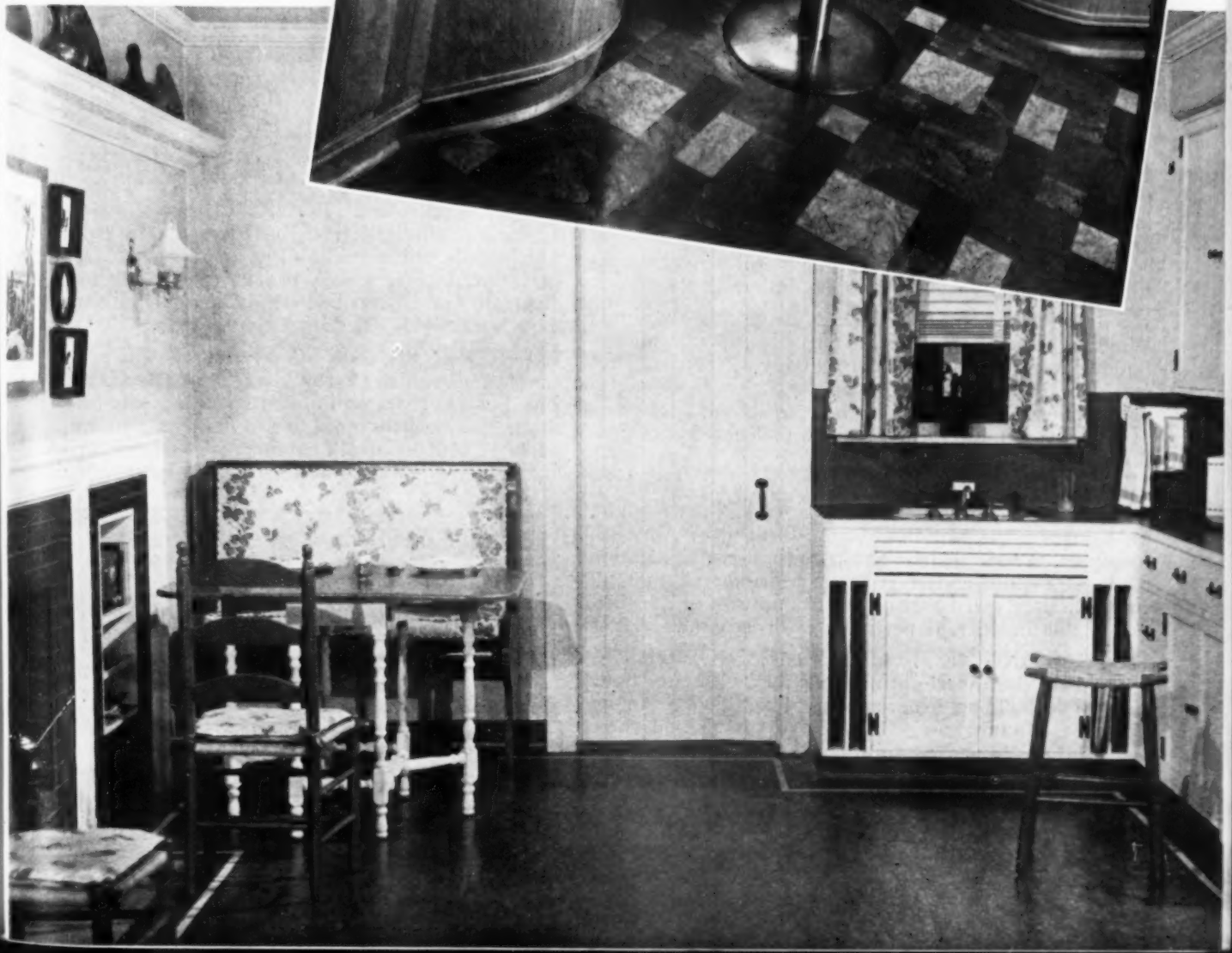
A ROUNDED corner provides a suitable background for curved or circular built-ins and table to support attractive dining.

Home Buyers

BASEMENT recreation rooms, or upstairs "snacks and bites" places, can be appropriately featured with comfortably proportioned sitting places with a movable table to be pulled up close one way or another.

MANY future home-buyers are going through "history books" and are seeking Americanism for their houses, as many of our grandparents knew it. Below is a photo showing just such a modern version. Note the fireplace, the H hinges, the serving-tray compartments, and especially the bench and ladder-back chair by the gate-leg table, not to mention the ultra-modern bordered linoleum floor.





Finer Homes Through Lower Monthly Payments

A plan to lift the quality of all post-war homes through long amortization and temporary assistance to families of low incomes, proposed by Associate Editor John E. McNamara.

LET'S get busy and show how these two things can be done: (1) How America can accelerate home building as rapidly for a peace-time battle against unemployment as airplane production was skyrocketed to win a war. (2) Adopt and fight for a plan to enable every family with an income over $1500—many with as little as $1,000—to get possession of what will be a "miracle" home to that family.

Let's adopt a real answer now and let Congress know we have an answer. Here is such an answer. If you like it, let us know. If you don't and feel you have a better one, let us have it in the next mail. The plan follows:

(1) Extend amortization to 40 years. (2) Down payment of 5 per cent on all houses to $7500. (3) 10 per cent down payment on houses from $7500 to $10,000. (4) Monthly maintenance fee of 1/12 of 1 per cent compulsory. (5) Life insurance on mortgagor compulsory (group rate). (6) Federal assistance to families with income of less than $1500 per year of ½ of interest and amortization (on an interest rate of no more than 4 per cent). Remove this assistance when family income rises by $500 per year. (7) Federal assistance to families with incomes from $1500 to $2500 per year of ¼ of interest and amortization until income rises by $500 per year. (8) Fire and hazard insurance (already compulsory) reduced to wholesale group rate where it should be. (9) No foreclosures. Houses sold on contract with title remaining with mortgagee until debt is paid off. Mortgagee must protect buyer's equity and account to F.H.A. (10) all loans insured by F.H.A. All assistance payments paid by F.H.A. to mortgagees out of funds appropriated by Congress for encouraging home ownership.

A $6,000 HOUSE

Here's How this Plan Works
Including maintenance and life insurance for family making less than $1500.

5 per cent down payment $300 (closing fees included in debt).

Monthly payment:

Interest and amortization	$23.82
F.H.A. Insurance (estimated)	1.35
Fire & Hazard Insurance (estimated)	1.25
Life Insurance (estimated)	.75
Maintenance reserve	4.75
	$31.92
Less temporary gov't. assistance	11.91
	$20.01
Plus full local taxes (estimated)	10.00
	$30.01

With life insurance and maintenance included, this house could be bought under F.H.A. credit requirements by a family with income of slightly less than $1500 per year. Under present system a family could qualify only if making at least $2300 a year.

CATALOGS and HOW-TO-DO-IT INFORMATION

114—CUTTING BUILDING COSTS—is the aim of the Fred W. Wappat Company on Chautauqua Lake in New York State. Their portable electric hand saws and their radial guide for use with the saws are described in an attractive leaflet which will be interesting to any builder as well as lumber dealer.

115—HERE'S A FAIR OFFER—from the Aluminum Window Corp. of Long Island City. They will send any builder (who doesn't have one) a copy of their colorful catalog about aluminum windows for moderately-priced houses. The book has photos of homes, drawings of how the windows are installed, and detail specifications.

116—INTERESTING DEVELOPMENTS ARRIVE DAILY—and one of them is explained in a new booklet published by the National Cotton Council of America, Memphis, Tenn. It has to do with house insulation made of cotton, and it is to be remembered that all future houses will be insulated in one way or another. So, in this booklet, is pertinent information.

117—LASTING PROTECTION MEANS PREVENTION—of the deteriorating action of elements upon susceptible building materials. To this end, the Angier Corp. of Framingham, Mass., have just issued three leaflets that are packed full of useful information, and tell you, for instance, not only *why* but *how* to keep insulation dry, as well as good flashing protection at all parts of a house.

118—MUCH TALKED ABOUT RESIN—glue is interestingly and thoroughly explained in a new booklet issued by the Plaskon Division of Libbey-Owens-Ford Glass Co., Toledo. These resin glues are almost "something new under the sun" because of their versatility. This is an important subject with which to be familiar.

119—FUNCTIONAL ROOF DESIGNS—is the title of a series of single sheets describing the future uses to which roofs can be put. Multiple-dwelling roofs, as well as factory, store, school, hospital and other roofs, are illustrated and described by outstanding architects in the several fields of construction.

120—STEEL BUILDING PANELS—are now being announced by the Detroit Steel Products Co., Detroit. The panels, for framing and covering material in a single unit, are thoroughly described in a new 12-page booklet, with illustrations and tables of properties for load and span. This is a new trend to keep watching.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (March, 1945)
American Builder,
105 W. Adams St., Chicago 3, Ill.

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers.....

Name.....

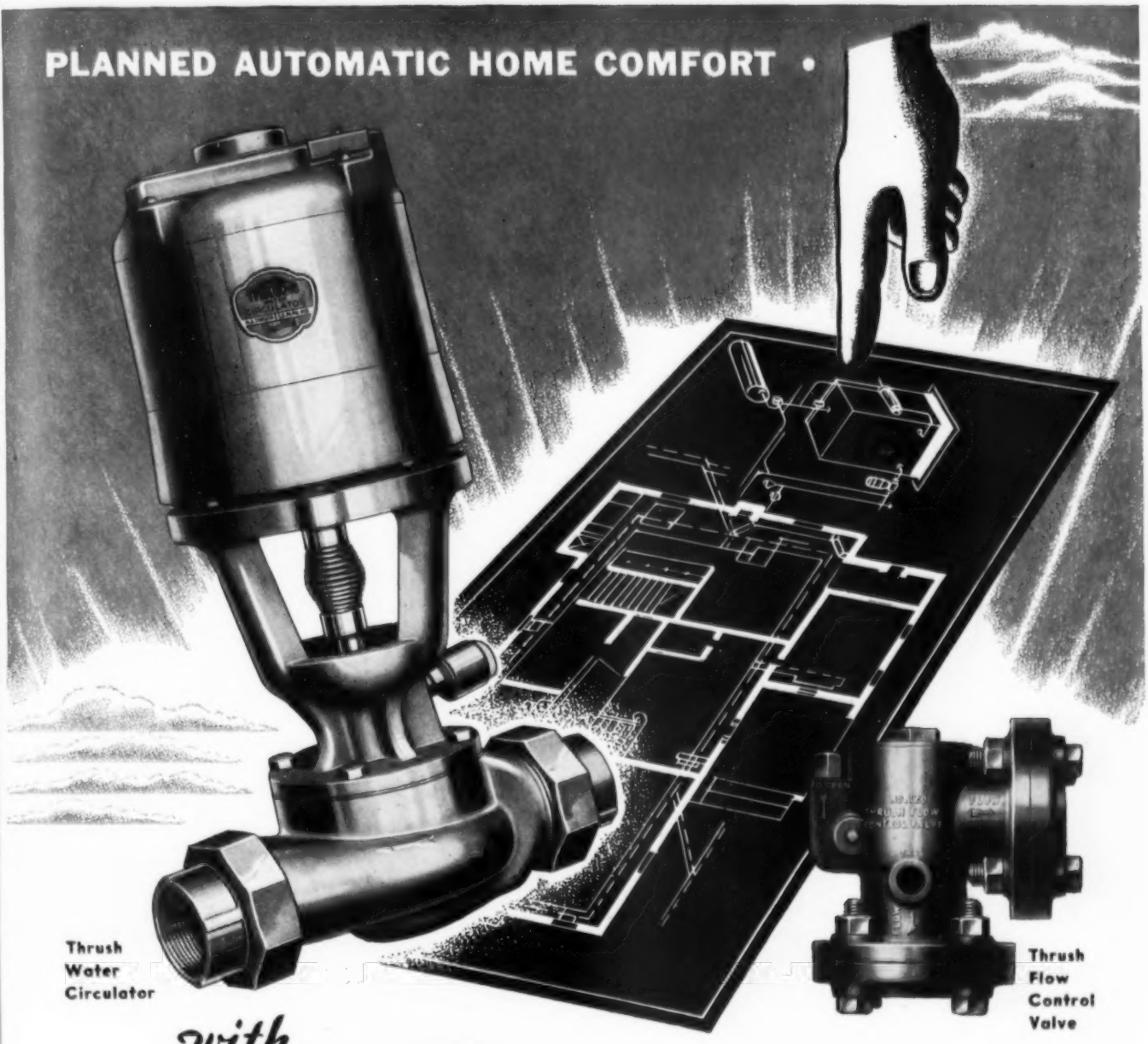
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Thrush Water Circulator

Thrush Flow Control Valve

with

THRUSH *Forced* CIRCULATION

PERFECTLY CONTROLLED!

THE HOMES that are being planned now will have better heating. Are you telling the people in your community of the advantages of forced circulating hot water equipped with Thrush controls? It is the finest method of providing real home comfort science has yet devised. If you are not familiar with Thrush Summer-Winter System of Hot Water Heat, see your wholesaler today or write Department G-3.



THRUSH WATER HEATER

H. A. THRUSH & COMPANY • PERU, INDIANA

Summer-Winter Hot Water Heat!



BOTH are prospects for YOU

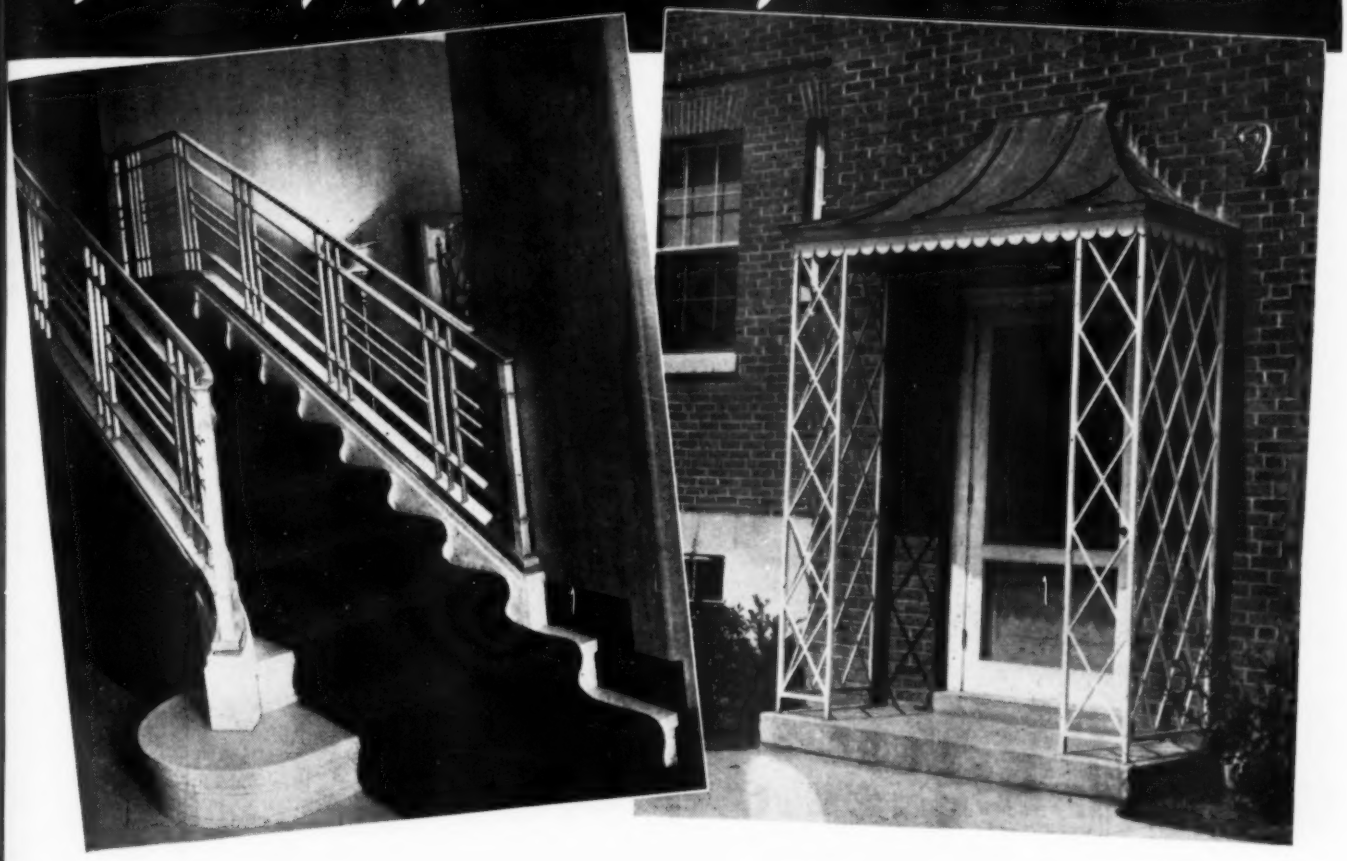
Whether your market is rural, town or city, Certain-teed advertising is doing a job for you. Year in and year out, Certain-teed Shingles, Roofing, and Bestwall Gypsum Board, are constantly brought to the attention of your best prospects. Thousands of farmers have written for Certain-teed's famous FARMER'S HANDBOOK—filled with repair, remodeling, and new farm building ideas . . . packed with interesting product information. This year, additional advertising will bring "Certain-teed Ways to Beautify and Protect Your Home" to your today's and tomorrow's prospects. Certain-teed advertising to 10,000,000 Farm Families and Home Owners is paving the way to sales for *you*.

CERTAIN-TEED

BUILDING  PRODUCTS

CERTAIN-TEED PRODUCTS CORPORATION, 120 S. La Salle Street, Chicago 3, Illinois

For any type building - inside or out



ORNAMENTAL METALS
add BEAUTY *plus* UTILITY!

As you plan now to build new structures or to remodel old ones consider the many ways ornamental metals can help you add a keynote of distinctive beauty.

Whether the building be large or small, the number of ways you can use ornamental metals is almost unlimited. For instance, aluminum windows, steel stairs, bronze and wrought iron decorations can all be used to good advantage in both residential and commercial buildings.

Ornamental metals — both ferrous and non-ferrous — offer you a wide choice of materials, qualities, colors and characteristics to select from. Use them for all types of exterior and interior decorations. Use them, too, for utilitarian purposes — to add extra strength and serviceability to your buildings.

The fabricators of ornamental metals are anxious to work with you in the "get ready" period before tomorrow's peacetime building. For Directory of Leading Architectural Metal Fabricators, write today. Address Dept. B-3.

NATIONAL ASSOCIATION OF

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FOR RESIDENCE GARAGES

What a beauty! We wish we could sell Barcol OVERdoors like that, for good-looking new homes like that, so they could be opened and closed *so* easily by pretty girls like that — but naturally we can't until our vital war work in done and restrictions are lifted. In the meantime, YOU CAN PLAN on Barcol OVERdoors for after the war with full assurance that you will get all the outstanding Barcol features — tailored twin-torsion counter-balancing springs, self-latching bolts, roller-crank closing action that means easy operation without sticking, and continuous vertical track brackets for safety and strength. Be sure our data sheets are where you can find them. If you haven't any, write!

Barcol OVERdoors
Electric Door Operators
Switch Controls
Radio Control

BARCOL

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY
104 MILL ST. • ROCKFORD, ILL.

Cortright
(Continued from page 77)

the Washington office and staff, and since November, 1941, we have met with all interested agencies of government to clarify priority procedures, to assist in preparing the FHA Title insurance provision, to present the problems of the builders to government, and to act in a liaison capacity between government and home builders in the field," Merrion said.

For the transition period the N.A.H.B. President urged an early enlargement of the H-2 program for those areas in which it would not interfere with war production. He stressed the importance of the most efficient utilization of all war housing, and the advisability of lifting L-41 immediately upon the fall of Germany. Suggesting that next in importance to war housing, the most urgent need is for adequate housing for Negroes, he stated that recent pledges from fifty cities to construct 50,000 units for rental and sale had been secured.

N.A.H.B.'s long-range housing program to assure adequate housing in a decent environment for every American family was presented. Predicated upon there being no public housing program to prevent private builders operating in the low-cost field, the following long-range plan to house the low income group can be accomplished:

1. An unprecedented volume of new housing at the lowest possible sales and rental levels. This can be accelerated by lowering site assembly costs, by lowering the cost of materials, by research, by constantly improved design, by closer co-operation with labor, the modernization of building codes, through improved financing procedures, and by better planned subdivisions and communities.

2. The strict enforcement of present health and safety codes and the promulgation of new ones to the end that substandard structures are either demolished or rehabilitated into good, safe and sanitary homes.

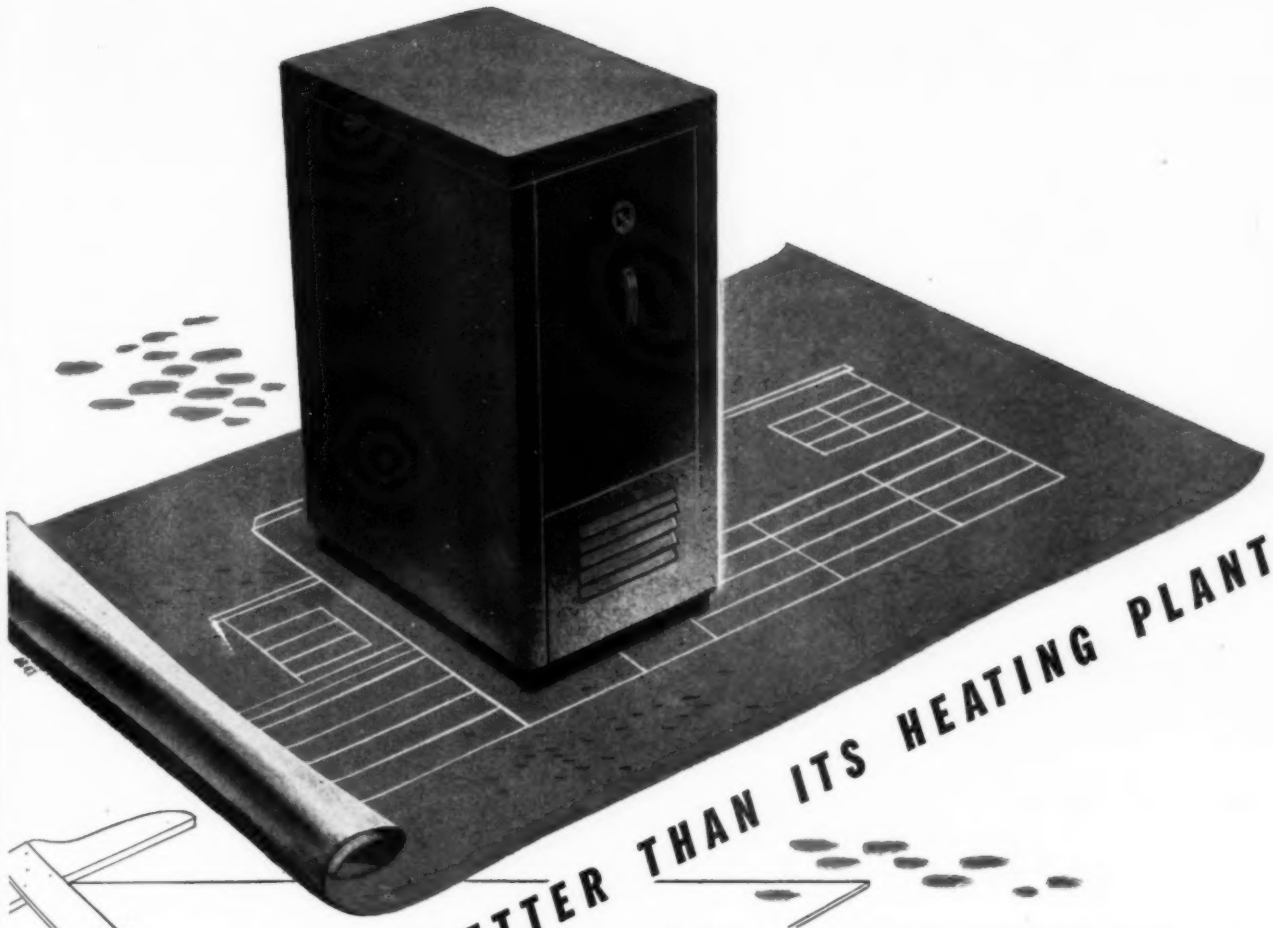
3. An educational campaign to insure adequate property maintenance and better housekeeping.

4. The encouragement of home ownership among the great masses of our people.

5. The rebuilding of the worn-out areas of our cities, conforming with a comprehensive city plan which will insure the most logical use of the redeveloped area, by the enactment of legislation to create redevelopment agencies with powers of eminent domain for the acquisition of land in blighted areas, the demolition of unsound structures, and the subsequent sale or lease for redevelopment.

6. Aid to individuals and families unable to pay economic rents, through local public welfare agencies receiving their funds from local, state or federal governments.

(Continued to page 118)



A HOME IS NO BETTER THAN ITS HEATING PLANT!

When post-war home building becomes an actuality, America's millions are sure to depend more and more upon architect and builder for specification or recommendation of heating equipment. That will put more responsibility on your shoulders, for a home is no better than its heating plant. But if, in planning tomorrow's homes, you choose Round Oak equipment—constantly improved during 74 years—you can be confident of superior heating and home-owner satisfaction. For every unit in this famous line of modern air conditioning, or gravity systems, is designed and built to meet the most rigid requirements in its classification—for quality, ease of installation, heating efficiency, fuel economy, and dependability.

KEEP FIGHTING—BUY WAR BONDS!

ROUND OAK'S
POST-WAR LINE WILL INCLUDE

★ *KITCHEN APPLIANCES*

Gas Ranges
Electric Ranges
Gas Combination Ranges
Electric Combination Ranges
Kitchen Heater Gas Ranges
Coal and Wood Ranges
New Kitchen Heaters

★ *HEATING EQUIPMENT*

Steel Furnaces
Cast Iron Furnaces
Gas, Oil, or Coal
Air Conditioning Systems
Space Heaters
Electric Water Heaters
Gas Water Heaters
Oil Water Heaters
Stokers
Blower-Filter Units

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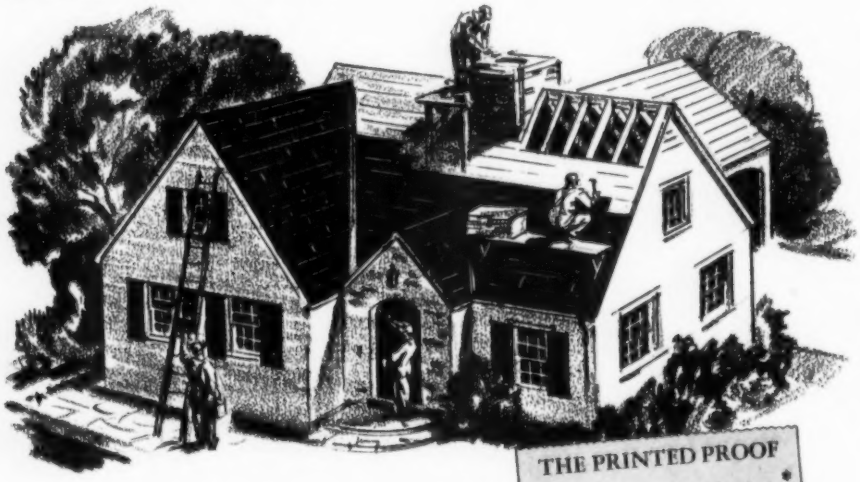
Famous

Round Oak

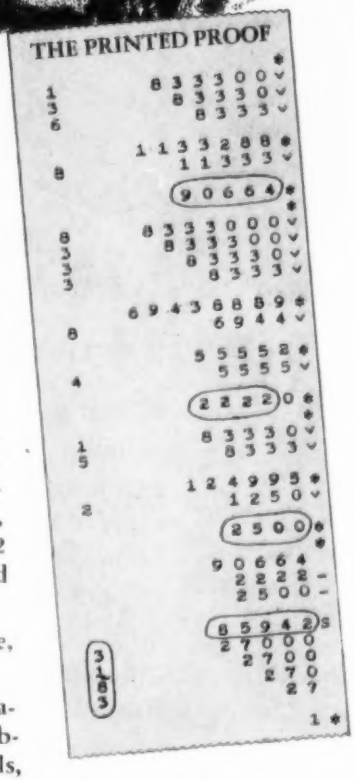
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You can figure Estimates Right-



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● You know you're right with a Printing Calculator because it *prints* every figure you need in your estimate.

Here, for example, is the Printing Calculator's tape on an estimate of concrete for foundation walls. The outside perimeter is 136′ with walls 10″ wide and 8′ deep.

With 10 inches being .8333 of a foot, 136 x .8333 x 8 = 906.64 cubic feet. Computing the dimensions of four corners (22.22) and five 3x2 windows (25), and deducting these totals leaves 859.42 cubic feet. This is divided by 27 to find the estimate of 31.83 cubic yards.

Check the tape . . . right the first time, with errors nipped and time saved!

The Printing Calculator is the ONLY machine that *prints* as it multiplies, divides, subtracts and adds. It figures estimates, payrolls, percentages, statistics, billing and all other work for builders throughout the country.

They say it benefits them by cutting time, errors and costs. Let it benefit YOU. Phone your nearest Remington Rand office *today* for a demonstration.

BUY, KEEP WAR BONDS



Deliveries according to WPB regulations.



Write to us at Buffalo 5, N.Y., for the *free* booklet TOPS, which tells about the all-purpose Printing Calculator.

Remington Rand Automatic *Printing* CALCULATOR

(Continued from page 116)

It was urged that temporary public war housing be disposed of in accordance with the terms of the Lanham Act. It was suggested that all such housing be definitely labeled now as to which of it is "permanent" and which is "temporary." Surveys should be made to determine where the occupants will go, project sites replanned to permit private enterprise redevelopment for permanent housing, and arrangements made for disposition of materials and equipment salvaged. All permanent public war housing, it was advocated, should be sold by competitive bidding to private enterprise interests.

Suggests N.H.A. be terminated at the earliest possible moment. Governed by the response to a questionnaire sampling the opinions of builders throughout the country, it was urged that the Federal Housing Administration be returned to its original independent status. A surprisingly high percentage of returns indicated that a Department of Housing with cabinet structure would not be entirely unacceptable. Answering the question as to what should be done with F.H.A. if it cannot be returned to an independent status, 50 per cent suggested that it should be under a Federal Loan Agency, 25 per cent under a Department of Housing and 25 per cent under N.H.A.

Metropolitan Detroit, a notable exception, approved the continuance of N.H.A. under certain specific conditions. Because it represents the thinking of a minority of our key men, the Detroit Association and the Montgomery County Builders Association, we reproduce in part a report by William J. Guinan, Executive Director of the Builders Association of Metropolitan Detroit.

"Post-war continuation of N.H.A. as the co-ordinating and supervising agency in the housing field . . . does not appear debatable to any student of the home building industry. The only question is its form, status and administrator. On the basis of his report, and his record, we would endorse Mr. Blanford without hesitation. . . . More than any national public official we have ever known, he has been vigorously diligent in acquiring the practical and technical knowledge necessary."

"Given the job to boss the multiple Federal bureaus in one of the most chaotic periods of our history, and compelled to make decisions which made a fair compromise between necessity and desirability: between extreme left and extreme right schools of thought, he has, on the whole, done a pretty creditable job.

"We believe the post-war N.H.A. should have at least, the prestige, influence and authority of an Executive Department. That the Administrator should have a seat in the Cabinet. However, we believe that great benefit would flow from the appointment of a seven-person

(Continued to page 120)

Colossus plans a home



MEET the American giant who has right now, in the bank, ready for spending, some 12½ billion dollars . . . who enjoyed last year an income of close to 28 billion dollars.

The American Farmer!

Come peace, he'll be ready and eager to buy all the things that wartime conditions have denied him. Especially, a new home!

A new survey* of the nation's better-able-to-buy farm families, just completed for Country Gentleman, reveals that 17% plan to build all-new homes—and almost ⅔ *of these have already set aside the funds.* 72% plan to repair or remodel their present homes. 74% expect to repair or build other farm structures. And 68% intend to spend an average of $271 on household appliances. When you consider what this all means in terms of plumbing, wiring, paint, glass, wallpaper, hardware, fixtures and a hundred-odd other home-making items, you get a glimpse of a colossal consumer market that is absolutely vital to postwar employment and prosperity.

Maybe colossal is too puny a word to describe this giant who is going to have a better home. For, in addition, he is the purchasing agent for six million farm businesses while supplying the wherewithal to satisfy all the other needs and wants of his family of 30,000,000 people.

Is it any wonder we keep reminding you: *The biggest farm market in all history lies ahead!*

*Full report available to any responsible executive requesting it on company letterhead. Address Country Gentleman, Independence Square, Phila. 5, Pa.

Country Gentleman

No. 1 with FARMERS—RURAL DEALERS—ADVERTISERS

What business can ignore the farmer's strength?





YOUR "G.I. JOE" WOULD CALL IT "JUSTIFIED EXPENSE ON THE HOME FRONT" . . . *BUT* HE'D EXPECT HIS MONEY'S WORTH BECAUSE JOE'S A PRACTICAL GUY AND HE GETS RESULTS!

HE'D WANT TO KNOW . . . "HOW *GOOD* IS IT?"

And our answer would be, "A ROOF IS AS GOOD AS THE MATERIAL, DESIGN, AND WORKMANSHIP THAT GO INTO IT."

Money, manpower and materials to maintain dependable service in roofs are justified when you specify ABESTO COLD PROCESS ROOFING MATERIALS. Used with any standard brand roll roofing Abesto makes a new protection that will give many more years of efficient service.

There are several plans for the roof that needs repair that you, as designers and builders, know in general. We'd like you to see the specific ABESTO PROCESS for these general plans.

Abesto materials plus Abesto Cold Process design make good workmanship simple and easy . . . so the combination of Abesto materials, Abesto Cold Process, with that good workmanship will give a roof that "G.I. JOE" would okeh as *justified expense!*

Write for our free specification sheets which show the various types of construction for which Abesto is used.

ABESTO MANUFACTURING COMPANY

MICHIGAN CITY INDIANA

(Continued from page 118)

Advisory Commission, which would provide the Administrator's own Housing Cabinet. The members of this Cabinet would represent the general public interest, the construction industry, and organized labor. It might also be advisable to have members who would represent the interests and needs of state and city governments. This department, to be effective, must have *complete authority* over all Federal housing agencies.

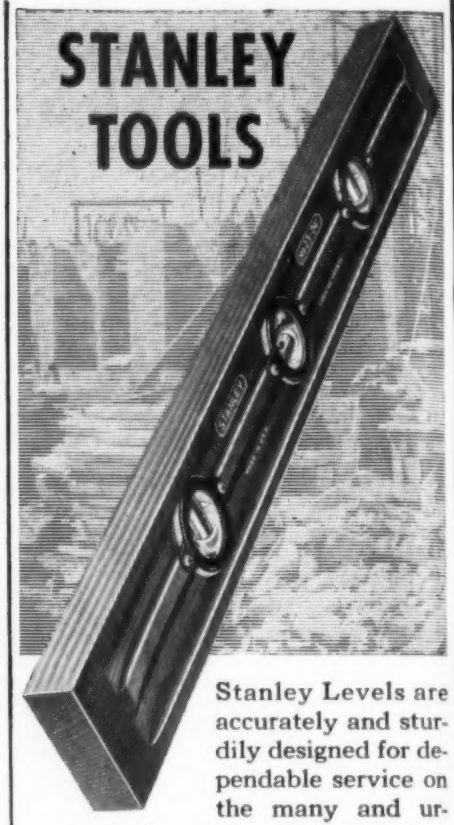
"The authorization for, and the formation of this post-war agency, is the first vitally important task, which is the necessary prelude to all post-war planning in the housing field. Mr. Blandford's report ties all the loose parts together, and provides a firm foundation upon which to build a truly great social and economic housing structure," said the report.

Reaffirming N.A.H.B.'s uncompromising opposition to public housing a substantial part of its policy statement to the Taft Committee was devoted to developing a position that it is not a proper function of government to own and operate housing. Agreeing that the slums must be eliminated, and all Americans provided with decent shelter, it was argued that private industry must be encouraged to do this job. "Our Association is opposed to public housing," President Merrion stated, "not only because it will eventually destroy the entire building industry—dealers, financing institutions, and builders, but because it is the first step in the socialization of our country—the destruction of our democratic free enterprise system. Like many evils, a first step and a small dose is appealing and popular. Only by fully recognizing the social, political and industrial disaster which will come with its growth can one properly gauge the eventual result."

Exhaustion of Title VI funds seriously delays housing program. As has been the case in the past the National Housing Agency and the Federal Housing Administration have again failed to anticipate the continuing needs for insurance authorization. Many large projects are now being held up. Much of the fault this time lies in the fact that F.H.A. resisted requesting further Title VI authorization from the Congress. Builders, particularly those of the Northwest and West Coast, have flooded their Congressmen, the National Housing Administrator and the Federal Housing Commissioner with telegrams appealing for action.

As reported in the past, the matter has been delayed in the Budget Bureau and will not be cleared until early next week. From there it will have to go to the Banking and Currency Committees of both Houses. Immediate action is expected in the Senate. On the House side, N.A.H.B. will make a forceful argument before the Banking and Currency Committee. It is hoped that the entire procedure can be accomplished within the next two or three weeks.

STANLEY TOOLS



Stanley Levels are accurately and sturdily designed for dependable service on the many and urgent wartime projects in the shop and out on the construction job.

Only straight grain stock, properly seasoned and kiln dried, is used in Stanley Wood Levels. A special process seals the wood against moisture and prevents it from warping. All glasses are carefully inspected and tested.

When reconstruction begins, you can again replace all your war-worn tools with new Stanley Tools in their familiar attractive designs and finishes.

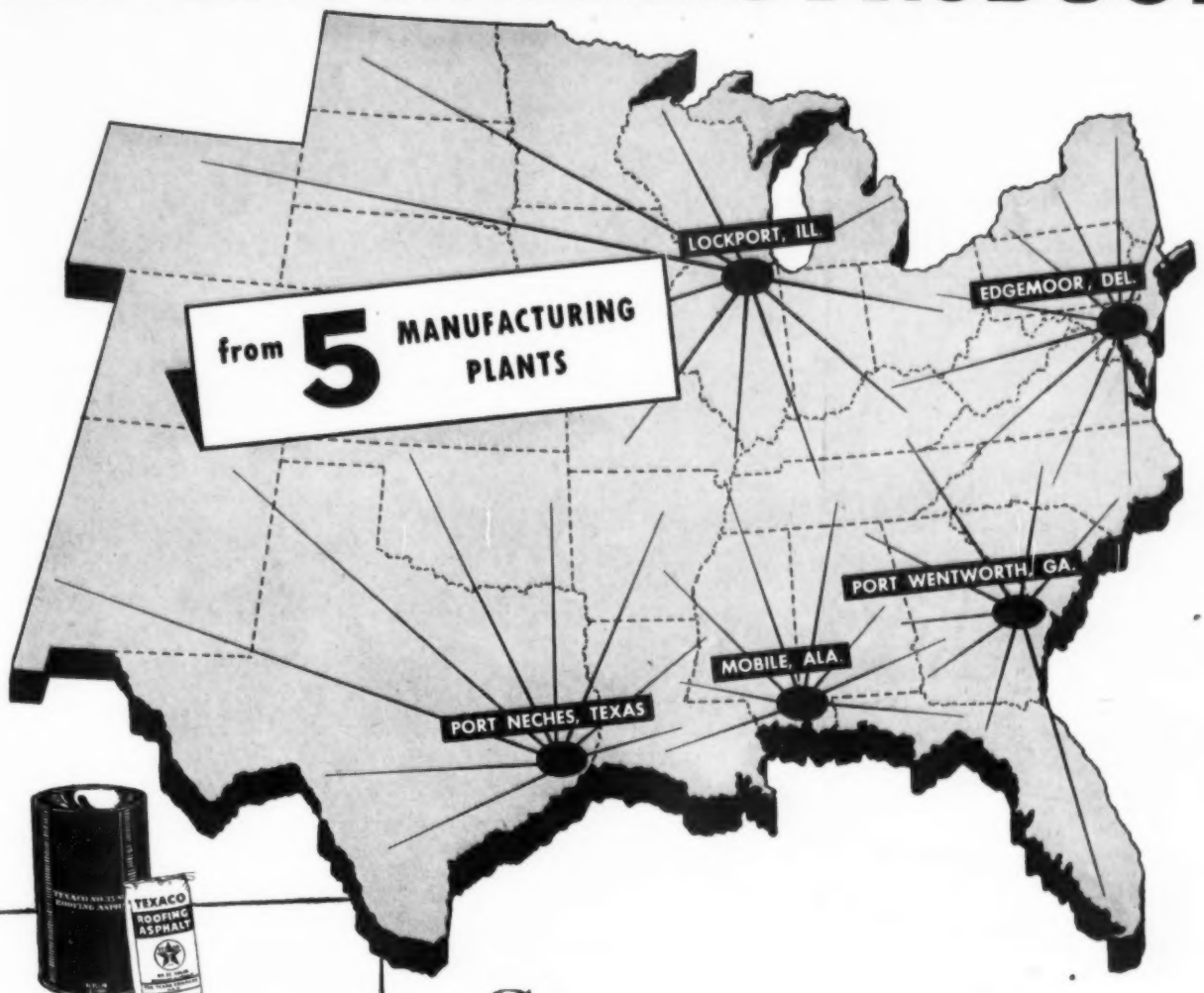
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Anvil Tools • Awls • Bars – Ripping • Bit Braces • Boring Tools • Breast Drills • Chisels – Cold • Chisels–Wood • Hammers • Hand Drills • Levels • Marking Gauges • Mitre Boxes • Planes • Punches • Rules • Saw Sets • Scrapers • Screw Drivers • Sledges • Soldering Irons (Electric) • Spoke Shaves • Squares • Vises

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THE TOOL BOX OF THE WORLD

ASPHALT ROOFING PRODUCTS



and from two of **TEXACO'S** great refineries—**SOLID ROOFING ASPHALT**—*the highest quality asphalt made.*

TEXACO solid Roofing Asphalts are universally accepted for their high standards of purity and stability.

Southern states are supplied by one of the largest asphalt refineries in the world at Port Neches; Northern states by Lawrenceville, Ill.

CONTRACTORS and builders are assured adequate, convenient supply sources through TEXACO Roofing Dealers who in turn are assured of their stock supply through these 5 key roofing plants . . . and through a large network of TEXACO warehouses East of the Rockies.

When you specify TEXACO you know that: 1. TEXACO is a name that millions know—*and trust!* 2. Asphalt roofing is preferred over all other types of roofing combined. 3. There is a high quality TEXACO Roofing Product for every essential roofing need.

TEXACO assures you these features: reasonable first cost, ease and economy of application, lasting weather protection, fire safety, powerful eye appeal . . . a product to meet every customer demand or job specification, for weight, size, pattern, color and cost.

So—sell TEXACO and you sell the name that millions know and trust.

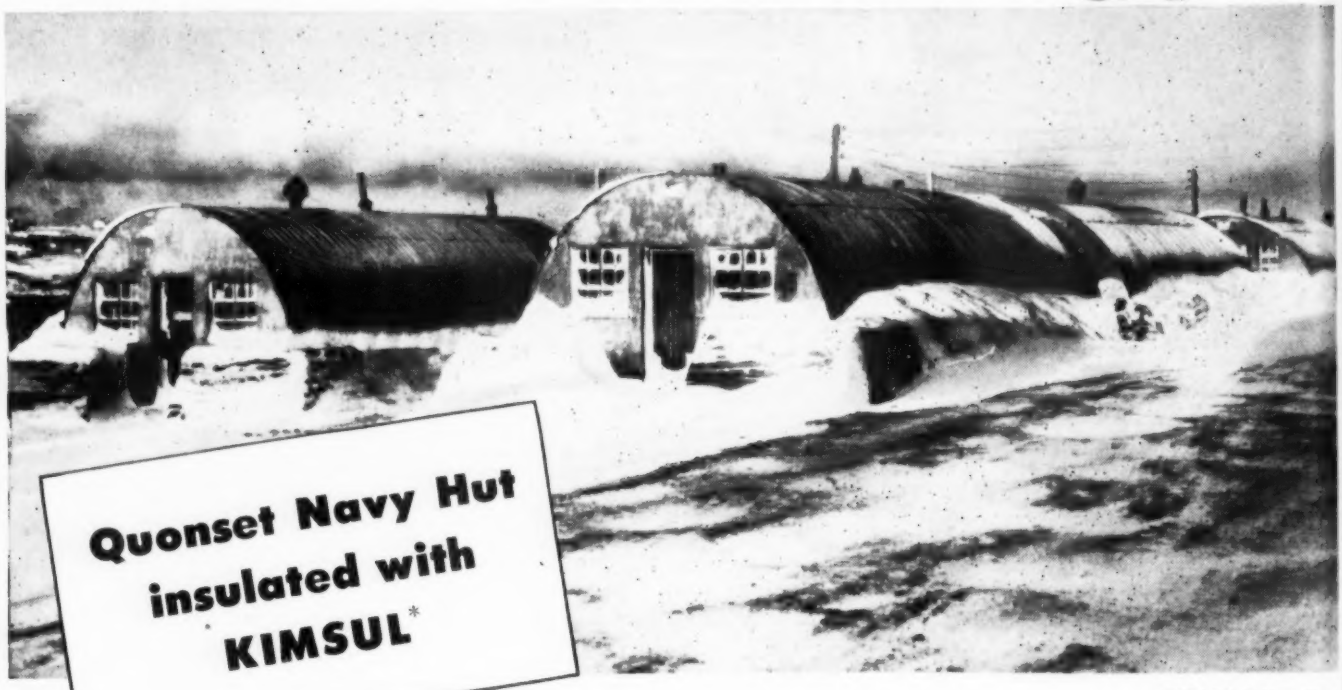
Drop in, write or 'phone your nearest Texaco Roofing Dealer, or write The Texas Company, Roofing Sales Division, 135 E. 42nd Street, New York 17, N. Y.

TEXACO

TEXACO *Asphalt* SHINGLES and ROOFING

Take a tip from the Navy!





Official U. S. Navy Photo

In freezing arctic wastelands, and in the heat of the tropics, the Navy's famous Quonset huts provide welcome shelter to thousands of men, and protect vast quantities of supplies from the elements. These huts, insulated with KIMSUL, to protect against heat and cold, are the most widely-used prefabricated houses on earth. Prefabricated, easily transported and quickly constructed, these structures serve as barracks, administration buildings, hospitals, workshops and warehouses.

The advantages which make this insulation best for the Navy's use are highly desirable in insulating *homes*, too. The low cost of KIMSUL is important. So is the remarkable speed and ease with which it can be installed. And KIMSUL is one of the best heat-stoppers known. Its *k* factor is 0.27.

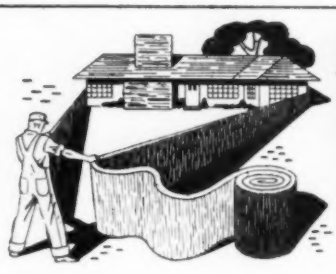
This is the ONLY *many*-layer insulation. Its construction is scientifically superior to that of loose "bulk insulations", and to blankets with only one or two plies. Why? Because you get uniform coverage over every inch of insulated area. The density doesn't vary; hence, there are no heat-leaks through unprotected spots.

Furthermore, KIMSUL, unlike other insulations, cannot sift or settle. Rows of strong stitching hold the blanket's shape permanently, prevent sagging. KIMSUL stays put and stays RIGHT, for the life of the structure in which it is installed.

Take a tip from the Navy—specify KIMSUL insulation.

For complete technical data on KIMSUL Insulation refer to Sweet's 1945 Catalog or write Kimberly-Clark Corporation, Neenah, Wisconsin

WRAP THE POSTWAR HOME IN A KIMSUL BLANKET



KIMSUL INSULATION

A PRODUCT OF Kimberly Clark RESEARCH

*KIMSUL (trade-mark) means Kimberly-Clark Insulation



Cotton Insulation *truly* is the *featherweight* "champ"

So light is Cotton Insulation that a thousand square feet weighs but 219 pounds. Each square foot which supports it carries *less than 4 ounces of weight.*

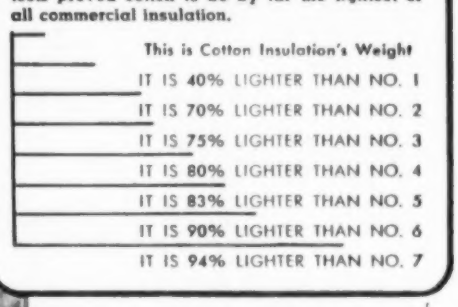
Yet this feather-light weight is but one of the many advantages of Cotton Insulation. In insulating value it exceeds any other commercial insulation.

Cotton is no longer the insulation of tomorrow. It is the insulation of *today.* Wherever building materials are sold, it can be purchased. No priorities are required. One man can install it – just unroll it like a rug. It's truly the "champ" of the insulation field.

NATIONAL COTTON COUNCIL OF AMERICA
COTTON INSULATION ASSOCIATION

LOAD FACTOR COMPARISON

The chart below shows relative weights of cotton and seven other insulating materials. These tests proved cotton to be by far the lightest of all commercial insulation.



HANDLES EASILY

One person can insulate an attic in a few hours, or experienced applicators are available to install Cotton Insulation.

SIMPLE TO INSTALL

To lay it flat, just unroll it like a rug. For upright installations, you simply clip it on. Not abrasive. Harmless to skin and clothing.

MAXIMUM INSULATION

Exceeds other materials 4% to 36% in insulating effectiveness. Can cut fuel bills up to 30%.

LIGHT IN WEIGHT

With 20% to 25% less bulk required, Cotton Insulation represents a structural load factor 40% to 90% less than the same thickness of other materials.

WILL NOT BURN

Even a blowtorch at 1800° will not make it burn. Nor will freezing affect it. Does not attract vermin.

WILL NOT PACK DOWN

It stays fluffed and efficient with permanent resiliency. Neither age nor vibration will pack it down.

MADE TO GOV'T STANDARDS

Production is government inspected. FHA and FPHA approved. No priorities needed.

SEND FOR THIS BOOK TODAY!

In this book you will find the full amazing story of Cotton Insulation and a full detailed account of government tests. Every architect, contractor, builder, and dealer can benefit by it.



National Cotton Council
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Memphis 1, Tennessee

Please send me your book containing government analyses of the properties and use of Cotton Insulation.

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Occupation .....

Address .....

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Structural, Reinforcing or other Bilding Steel Shipped from Stock

Write for Stock List—your guide to over 10,000 different kinds, shapes and sizes of steel for quick shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis, Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

RYERSON

Private Industry Taft Testimony—

(Continued from page 75)

less, wasteful and "racket" code requirements, a unanimity of government agency regulations on building, elimination of uneconomic union labor policies, and congressional assurance now that rent control will be lifted at the earliest practical moment.

By way of "incentives" Nelson suggested a reduction of tax rates on personal or corporation income put into new construction post-war, and a use of the "offset" system in taxation under which local taxes paid could, up to a certain per cent, be offset against federal tax liability. These, he declared, plus establishment of a free market subject only to sound city planning and minimum standards for safety and health, would materially assist the home-building and real estate industry generally to play its vital role in the post-war economy.

Secretary-Manager H. R. Northup, of N.R.L.D.A., pointed out that the widely scattered nature of the home-building industry and its subdivision into many highly competitive units has made for progress and stimulated competition. This was in refutation, Mr. Northup declared, of recent statements by government agencies before the committee that the industry had neither the drive nor the funds for scientific research and technological progress.

Producers' Council Recommends

Northup issued also a strong recommendation that temporary housing not be used for farm utility buildings or barracks for temporary farm labor, stating that it was questionable if the farmer would receive as much value per dollar that way as he would by investment in adequately designed and constructed new buildings. For the first time in decades, he stated, the farmer has the money to re-establish a *sound* farm plant. All-frame temporary construction should, in his opinion, be torn down and the salvageable materials moved to the market through normal trade channels.

Douglas Whitlock, Producers' Council President, sug-

(Continued to page 126)

Planned in advance means built in for good



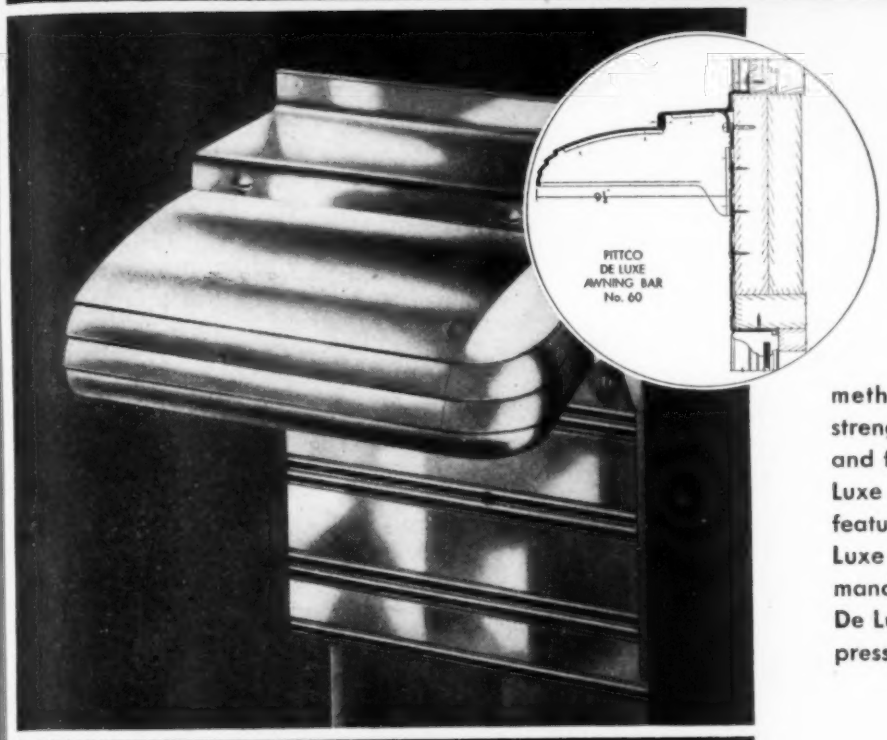
Built-in telephone facilities in tomorrow's homes should be planned right from the start. After construction it may be impossible to install conduit in the walls—to carry concealed wires to convenient outlets.

Today, due to wartime conditions, many people must wait for telephone service. But the day will come when telephones will again be available for all. Prepare for it now:

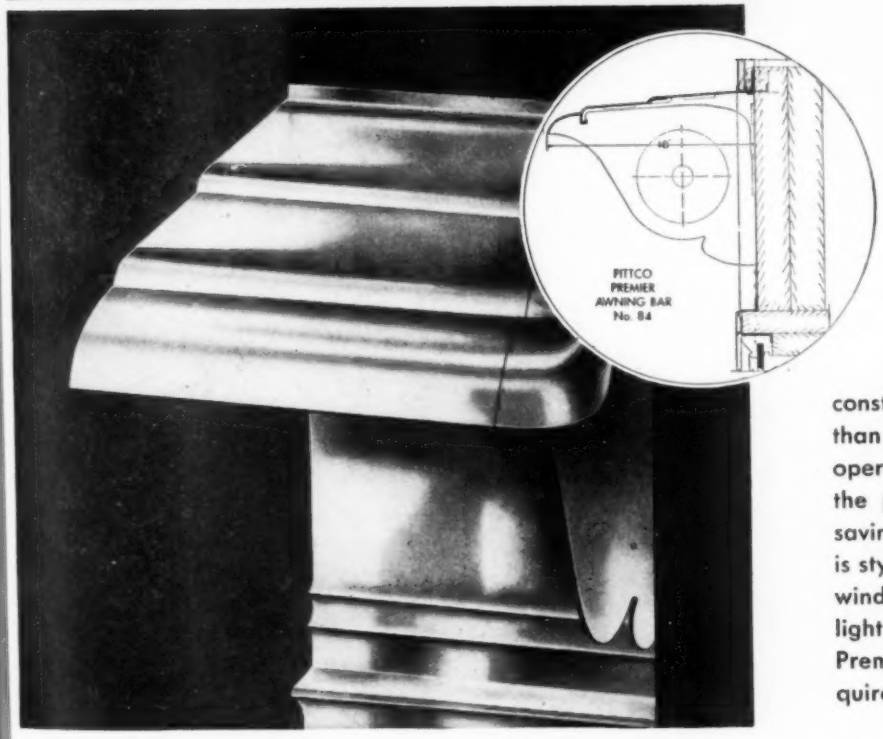
1. *Select in advance convenient locations for telephone outlets and mark them on your plans. Your telephone company will be glad to assist you.*
2. *Include rigid, flexible or thin-wall conduit during construction.*

BELL TELEPHONE SYSTEM

Now... Pittco Metal offers two outstanding lines



PITTCO DE LUXE Imaginative planning has made Pittco Store Front Metal artistically as well as functionally suitable for every store front need. This Pittco De Luxe awning bar gives operating mechanism and awning roll adequate protection from weather. It is designed to harmonize with any combination of shapes in the De Luxe line. The extruded method of manufacture gives it the sturdy strength, clean, sharp contours and perfect color and finish which are characteristic of Pittco De Luxe Store Front Metal. And these distinctive features explain the constant use of Pittco De Luxe on those jobs where high quality is demanded. The bars, mouldings and sash of the De Luxe line combine to make store fronts impressive and appealing.



PITTCO PREMIER Although lighter in weight than Pittco De Luxe, the new Pittco Premier line embodies the same imaginative styling and painstaking craftsmanship which has made the De Luxe line so popular. In the Premier line architects will find that the perfect harmony between units makes it possible to create a wide variety of pleasing and attractive store fronts. The Pittco Premier construction can be set more quickly and easily than any other metal construction. All setting operations are carried on from the outside and the procedure is so simple that a substantial savings in setting time is effected. Pittco Premier is styled to provide a shallower reveal for show windows than is given by the De Luxe line. Being light in weight and moderately priced, Pittco Premier is the ideal choice for jobs which require quality metal at an economical price.

PITTCO STORE FRONT METAL

PITTSBURGH PLATE GLASS COMPANY

"PITTSBURGH" stands for Quality Glass and Paint

(Continued from page 124)

gested a National Committee on Construction Research to serve the industry in much the same manner as the National Advisory Committee for Aeronautics serves the aviation field.

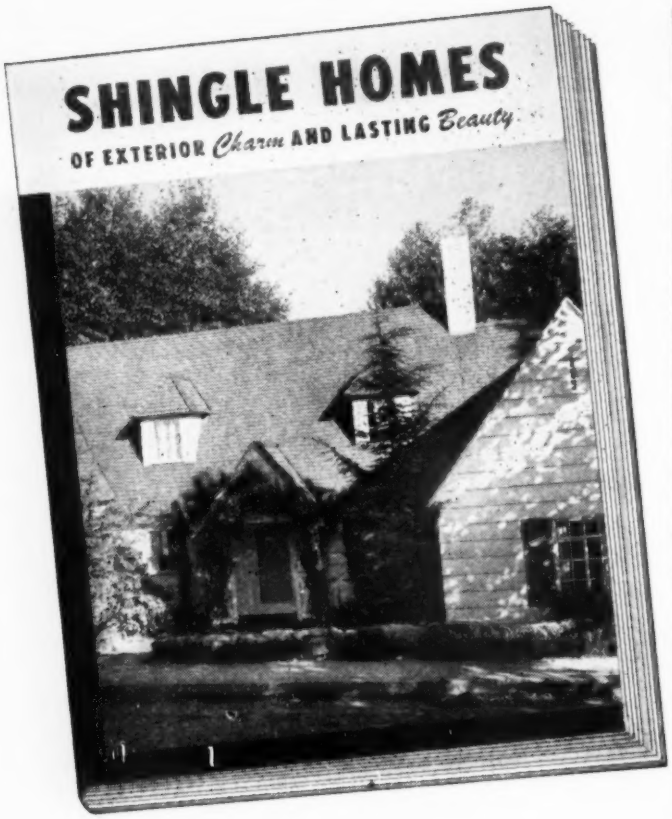
There should be no new public housing in the reconversion period, he declared, if the materials for it would result in holding up the private building industry. He pointed out that before any new public housing was authorized at all, a realistic study must be made to establish a real need, perhaps by means such as those recommended in the Council's "Local Housing Inventories" plan. If needed, a decision must be made as to the kind of housing to be built, with proper attention paid to the cost factors. Urban rehabilitation, while necessary, must proceed only when it is certain that sufficient housing quarters are available to house the ousted, and the cleared land must be utilized in the best possible interests of the area, and not necessarily for new housing.

The Council's residential committee chairman, Irving W. Clark, outlined proposals for financing aids. These comprised F.H.A. 90 per cent insurance on loans up to $6300, equal treatment for new and existing construction, an end to Title VI (and firm commitments to operative builders) post-war; legislation allowing direct investment in rental housing by insurance companies and other holders of trusteed funds. He advocated also removal of Regulation W (governing amounts that may be borrowed, and time of repayment, on certain loans in the field), and mortgage practice changes, under adequate protection which would allow home owners to secure additional advances for major repairs, replacements and modernization without refinancing.

Bodfish Against Super-agency

Morton Bodfish, Executive Vice-president of the United States Savings and Loan League, stressed the fact that need for more facts about the housing market was at community level and warned against the danger of all segments of the building field turning to the Federal Government, lest eventual complete control might be taken over by the government.

(Continued to page 128)



Many Thousands of Home Planners Receive This Book Every Month

This is a plan book coupled with a complete story of the advantages of building a roof and double-coursed sidewalls with Certigrade Red Cedar Shingles.

We have received as many as 6,000 requests in one calendar month for this book which we believe will create a ready acceptance by the home owner of exteriors of Red Cedar Shingles.

FREE BLUEPRINT SERVICE. We will gladly send you a complete set of working blueprints of Certigrade Red Cedar Shingle applications. Address . . .

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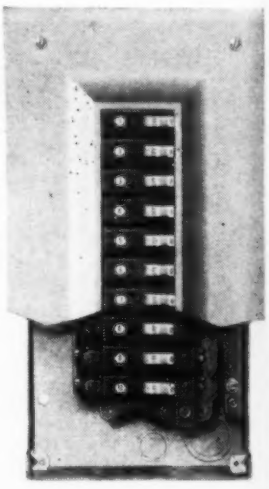


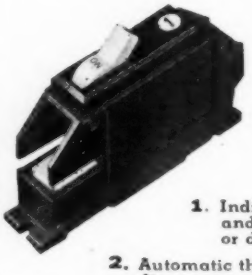
Red Cedar **SHINGLES**

7 Reasons for using FA

Type AC Circuit Breaker

LOAD CENTERS





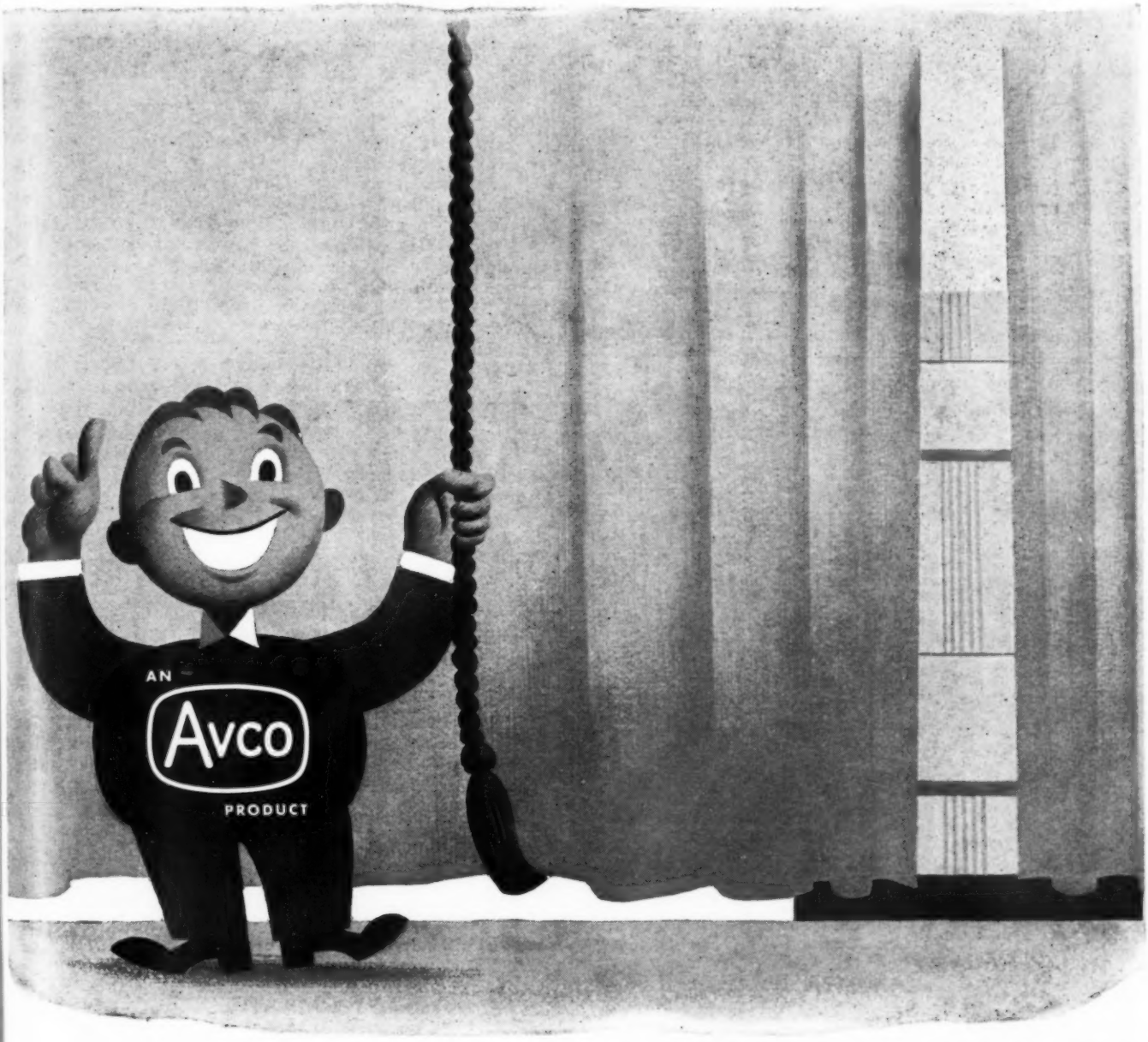
1. Individual circuit breaker units in 15, 20, 25, 35 and 50 ampere capacities for 120 volt AC single or double pole service.
2. Automatic thermal trip on overload and speedy magnetic disconnect on short circuit for double protection.
3. Only two handle positions — ON and OFF. No intermediate position.
4. Sizes to meet your requirements, 2 to 16 branches.
5. Solderless terminal connectors, ample wiring space and knockouts makes installation easy.
6. Two cabinet widths, 7½" and 9" in surface and flush mountings makes every job fit.
7. Attractive pearl grey cover carries eye appeal and customer appeal, too.

Write for BULLETIN 63 giving complete information and prices

ESTABLISHED 1891 — THE SIGN OF A BETTER JOB
Frank Adam
ELECTRICAL PRODUCTS
FRANK ADAM ELECTRIC CO. ST. LOUIS, MO. U.S.A.

"WOW!"

"I can't pull this curtain just yet . . . BUT . . .
I've just had a look at what Spencer Heater is planning for after the war, and Brother, you are going to rub your eyes, then look again and again when the time comes.
Behind this curtain . . . 50 years of experience in building heaters is teaming up with the aircraft production experience of The Aviation Corporation. Believe me . . . the result will be something to see, and something you'll want to include in your specifications for the great post-war homes you're going to build."

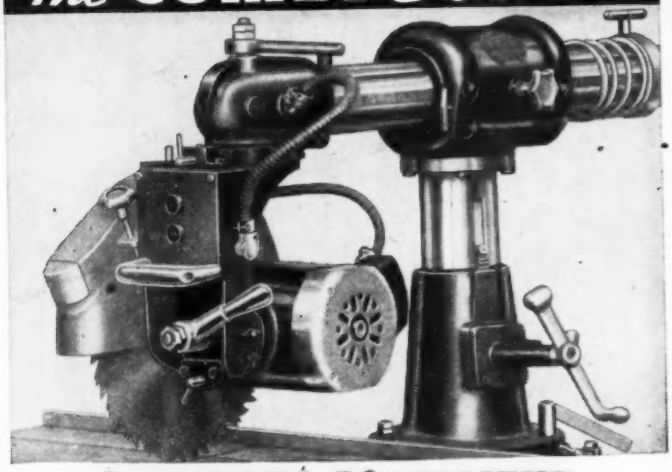


DROP US A LINE and we'll let you know more about the great things Spencer Heater is planning for the homes you're going to design and build.

SPENCER HEATER
DIVISION—THE AVIATION CORPORATION
WILLIAMSPORT, PA.

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the COMET Senior



STANDARD EQUIPMENT
for POSTWAR CONSTRUCTION

Across the nation and in other lands, builders will make Comet Radial Power Saws standard equipment in post-war construction programs. War-time use builds peace-time preference. They know they can count on Comets. Write for free literature.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
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COMETS cut quicker

(Continued from page 126)

He placed his organization on record as against the "super-agency," and in support quoted, from N.H.A. Administrator Blandford:

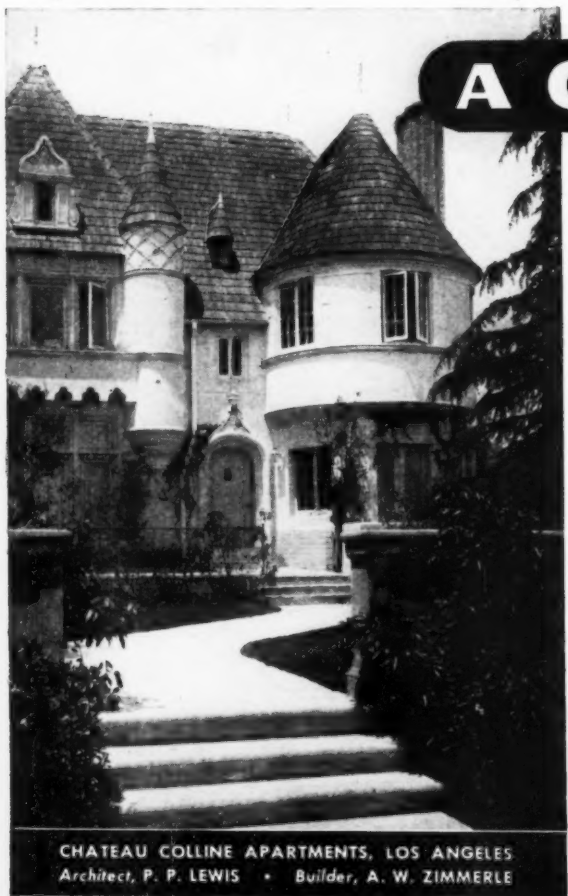
"There is hazard in the super department. It produces at the administrative top a diluted knowledge of organization operations, and correspondingly an ineffective point of appeal or contact with community and private enterprise groups concerned with the functions of the agency. The super department thus tends to break down into a system of virtually independent bureaus theoretically reporting to one top man, creating the semblance of responsibility without real responsibility, the pretense of efficiency without real efficiency, and an outward show of unity without real unity."

Bodfish also pointed out that N.H.A. was presently financed, to the tune of $125,000, by agencies formerly under the Federal Home Loan Bank Board, and that N.H.A.'s policy-making officials were concerned "with promoting a permanent public housing program entirely inconsistent with and dangerous to the private credit service objectives for which our institutions are established." He recommended that all materials in the post-war period be allocated for private home building and not for government housing or large projects until fully adequate materials and labor are available for all purposes.

U. S. Chamber Recommends

Eric A. Johnston, on behalf of the U. S. Chamber of Commerce, Construction and Civic Development Committee, gave it as his opinion that the war organization of the Federal government's housing activities was not suitable for permanent peace-time operations when neither the program of housing to be built by private builders nor the building of war housing by the government will be necessary.

He recommended also that the matter of disposing of temporary war housing, publicly financed, be turned over to the Treasury Department for action. Future public housing, if needed, should be a matter for determination of and action by local governments, in his opinion.



CHATEAU COLLINE APARTMENTS, LOS ANGELES
Architect, P. P. LEWIS • Builder, A. W. ZIMMERLE

A CASTLE? NO!

... APARTMENTS

... and the tenants are grateful for PAYNEHEAT

Unique in exterior design, suggesting a magnificent home, this Southern California apartment building is also noteworthy for its equipment. The PAYNE gas-fired heating installation assures a lifetime of dependable, healthful, economical warmth. ★ Ideal for apartment buildings is the time-tried PAYNE "Unit" system, now progressively improved as . . .

Payne ZONE-CONDITIONING

Circulated winter warmth . . . cooling summer ventilation if desired . . . controlled by zones (individual apartments, groups of rooms or single rooms). Write for new ZONE-CONDITIONING booklet.

PAYNEHEAT

NEARLY 30 YEARS OF LEADERSHIP

GAS FUEL (HAS) EVERYTHING

Payne FURNACE & SUPPLY CO., INC., BEVERLY HILLS, CALIFORNIA

Simple Suggestions for More Attractive Wall Design Treatments with Douglas Fir Plywood

No. 3 of a Series

Many and varied are the wall design treatments possible with beautifully - grained Douglas fir plywood. Advertisements 1 and 2 of this series* detailed two methods of using panels placed horizontally. In the rendering below —that of a smart, modern, shop interior — vertical panel arrangement predominates. Standard 4 x 8 panels are used vertically with the wainscoating placed horizontally; the unusual design effect is achieved by vertical V-grooves, carried through from floor to ceiling.

In all cases, one basic rule applies: start at the openings with vertical joints and divide the plain wall spaces in an orderly pattern, as in detail A and C. Place vertical joints at each side of top and bottom of window and at top of door openings, as in detail A, C, E, and G. If the width of the door or window opening is over four feet, however, do not hesitate to place the panels horizontally as in detail E—for combinations of vertical and horizontal arrangements may be used in the same room with pleasing effect. Nine and ten foot lengths are available to assist in solving special problems.

The most satisfactory method of applying special patterns (or patterns made up of small panels) is to sheath with 5/16" or 3/8" Plyscord placed horizontally and apply the finish panels as desired.

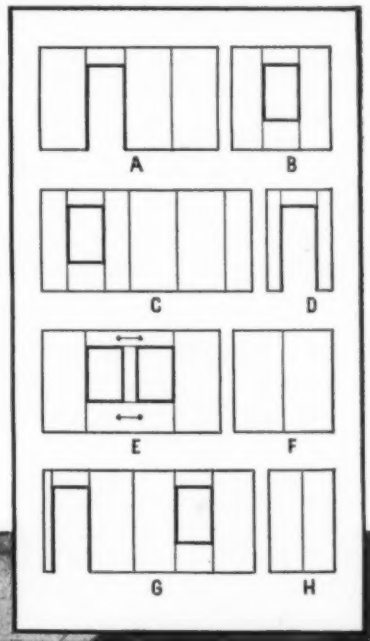
DOUGLAS FIR PLYWOOD
LARGE. LIGHT. STRONG.
Real Wood
PANELS

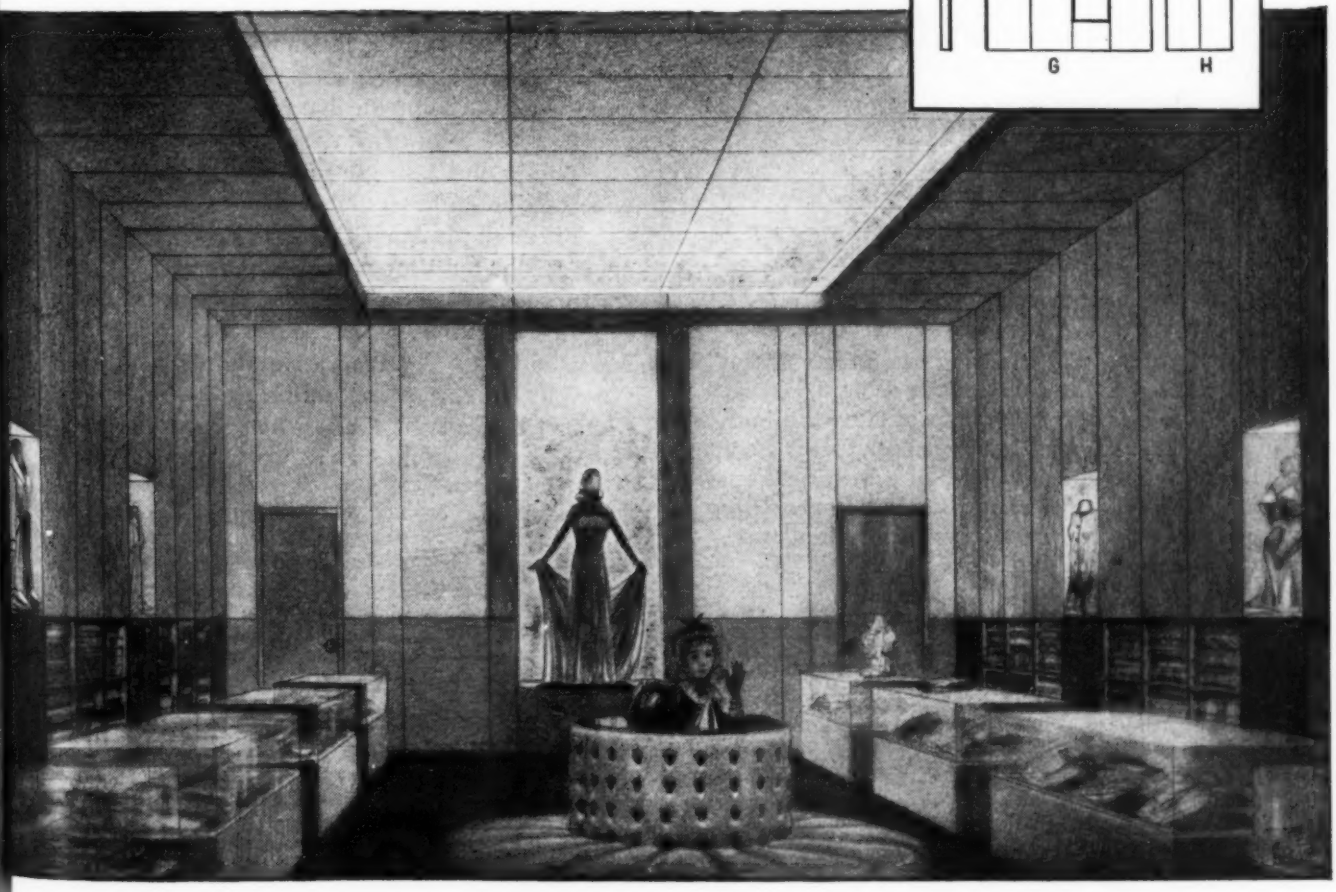
DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington

CAN PLYWOOD BE SPECIFIED NOW FOR POSTWAR USE?

The increased capacity of the industry will make MORE Douglas fir plywood available THAN EVER BEFORE, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that are now being made will flow immediately into peace-time building and construction.

**Reprints available on request.*







EACH GUARANTEED FIREPLACE SPEEDS A SALE

There's a fast-growing popular demand for the guaranteed advantages of the Bennett *Fresh-Aire* Fireplace because this unit fills an acute and long felt need. Architects and builders know that every fireplace exhausts 200 cu. ft. of air per minute from a building. They realize that in tightly constructed buildings this air must be replaced to avoid partial vacuum, downdraft, smoke. Bennett's proved answer to this problem is the *Fresh-Aire Unit,* which draws air from outdoors, warms it and distributes it evenly. Result GUARANTEED—no smoke, but a generous supply of warm, fresh air to make home owners comfortable.

BENNETT *Fresh-Aire* FIREPLACES

Camps, cottages and buildings of more "open" construction present a different problem. Here, as the fireplace exhausts 200 cu. ft. of air per minute, cold air, seeping in to fill the vacuum, forms a cold zone which would be beyond the heating limits of an ordinary fireplace. But Bennett *Recirculating Unit* warms the *air* in the room and circulates it to other parts of the building.

BENNETT-IRELAND
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Producers of Fireplace Units, Construction Supplies and

Flexscreen
REG. U.S. AND CANADA PAT. OFF.

THE SAFETY SPARK CURTAIN

"It's a MONEY MAKER for me"



"Yes, during depression days as well as in war time, my American floor sander has been a steady money-maker. Private homes and factories have kept me busy . . . and on top of that I've had a lot of war work. Yes, I'm busy."

This is but a single instance . . . the experience of one enthusiastic owner.

Throughout America, however, his experience can be multiplied many, many times. Contractors everywhere find that American floor sanding machines make profits for them that consistently exceed their original expectations.

Why not start planning now for larger profits? You can be ready when the new building market opens up.



We shall be happy to send you complete descriptive literature on all models. Just write us—no obligation.

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FLOOR SURFACING MACHINE CO.
511 SOUTH SAINT CLAIR ST.
TOLEDO, OHIO

Here's Why Speedmatic

ELECTRIC HANDSAWS LEAD THE POWER-SAW FIELD . . .



• ONE-HAND SAWING

The perfect balance, *grip on top*, and wide shoe, resting on the stock, not the waste piece—make SPEEDMATIC perfect for one-hand sawing! other hand is free to steady operator or hold stock.

• FASTER CUTTING

Helical Gear Drive increases efficiency 11%! Abolishing the old Worm-and-Gear Drive has reduced frictional resistance in power transmission, giving faster, cleaner cuts, and a minimum chance of a stalled motor.

• PERFECT BALANCE

The hand grasp in line with center of weight! Operation is free of the forces that ordinarily place twist and strain on wrist and fore-arm. Fatigue-free operation!

• LIGHT WEIGHT

Strong, extremely light aluminum housing makes the most powerful saw in the field also the easiest to move about! Housing gives complete protection to mechanism.

• ACCURATE

The wider shoe, resting on the stock, makes SPEEDMATIC easier to guide. Center of tilt at base assures true angular cutting—no need for allowances in layout!

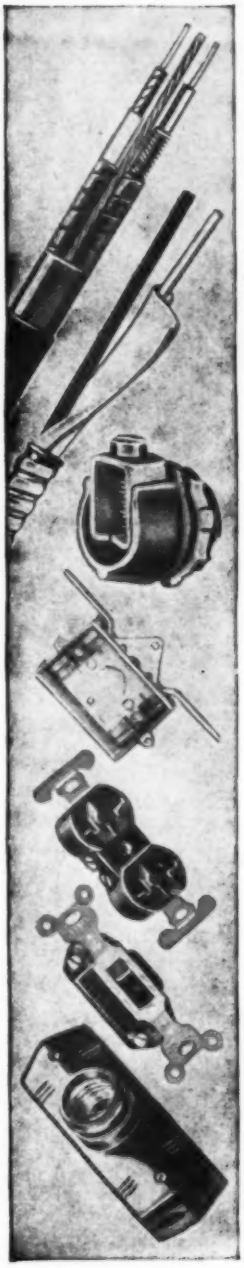
• SAFE

Trailer guard that cannot stick from dust and pitch automatically closes after cut! Better balance—wider shoe—one-hand sawing—all make SPEEDMATIC safer!

PORTER-CABLE

MACHINE CO.

1721-3 N. Salina St. Syracuse 8, N.Y.



WIRING MATERIALS

for Modern Homes

- *CABLES*
- *BOXES AND FITTINGS*
- *WIRING DEVICES*

G-E sturdy, high quality wiring materials are ideal for use in prefabricated houses. The line is complete, including BraidX, BX, boxes and fittings, wiring devices and service entrance materials including rigid conduit, building wire and Type SE cable. These materials are designed to be used together and are easy to install. They can be depended upon for long service.

Both G-E BraidX and BX are available with two to four conductors, sizes 14 to 4: G-E Wiring Devices include all necessary switches, lampholders, outlets, etc. General Electric also offers a complete line of Moncor Surface Wiring Devices.

For further information, see the nearest G-E Merchandise Distributor or write to Section CDW359-80, Appliance and Merchandise Department, General Electric Company, Bridgeport, Conn.

BUY WAR BONDS AND KEEP THEM •



The Owner's Best Overall Insurance

R. A. Goeller, Vice Pres., Hatzel & Buehler, Inc., New York, N. Y., says, "Adequate wiring, whether it be in the home, factory or office, is the owner's best overall insurance of his investment. This must be the keystone of the electrical contractor's philosophy toward his customer."

ADEQUATE WIRING THE KEY TO THE HOME OF TOMORROW

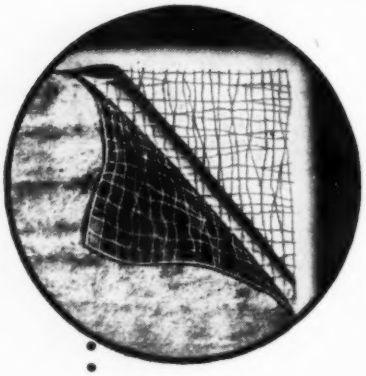
Hear the General Electric radio programs: "The G-E All Girl Orchestra" Sunday 10 P.M. EWT, NBC. "The World Today" news Mon. through Fri. 6:45 P.M. EWT, CBS.

GENERAL ELECTRIC

Looking Ahead . . .



to Greater Home Comfort with SISALKRAFT



Millions of Americans now living in fox holes will want dependable protection from wind and moisture in their postwar homes. War has given them a new appreciation of protecting their homes against the elements.

They can't look through a wall after it's built — but they can *feel* cold air and moisture coming through — causing discomfort — wasting fuel.

OVER SHEATHING • BENEATH ROOFING • UNDER FLOORS • AROUND WINDOW AND DOOR OPENINGS • OVER FINISHED FLOORS AND STAIRS

On their war jobs millions of future home owners have used SISALKRAFT to protect war shipments from dirt, weather and wind. They *know* it is tear-resistant and waterproof—that it is the building paper they want in their new homes.

SISALKRAFT can be applied over the sheathing, as flashing around window and door openings, under floors and under the roofing. Installed over the studs before lathing, SISALKRAFT provides an effective moisture barrier.

You can use SISALKRAFT to help sell the homes you build. You can *demonstrate* its toughness by putting a piece in the hands of your prospective buyers — and asking them to test it by tearing. *Look* ahead — *plan* ahead — with SISALKRAFT.

Your local lumber dealer has complete information on SISALKRAFT. *Ask him for descriptive folders, roll widths and prices. Or write direct.*

THE SISALKRAFT CO.
205 W. WACKER DRIVE · CHICAGO 6, ILL.
NEW YORK · SAN FRANCISCO · LONDON · SYDNEY
In Canada Write to Alexander Murray & Co., Limited, at Montreal · Toronto · Halifax · Saint John · Winnipeg · Vancouver

Manufacturers of SISALKRAFT, FIBREEN, SISAL-X, SISALTAPE AND COPPER-ARMORED SISALKRAFT

Took Your Tip—Sold Veterans—

(Continued from page 81)

the time the extension of the line is made, there then must be at least 3 connections which have been approved under 3 separate priority approvals.

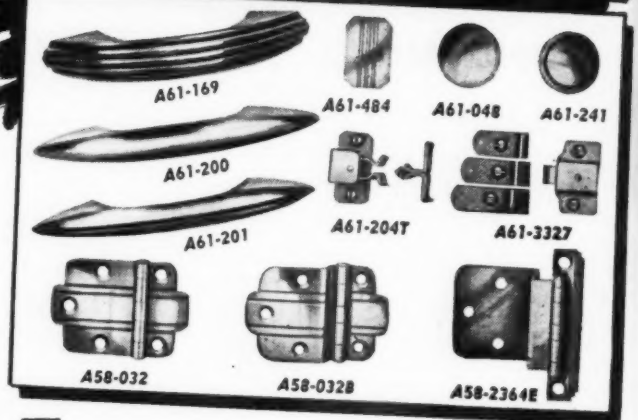
It is then necessary to make duplicate copies of the second instrument which in turn must be delivered to the utility companies together with a plot plan showing the lot dimensions, the house dimensions and the location of the house on the lot. They then proceed with their investigations to determine that the above conditions can be complied with and upon finding that they can, they issue form No. 3348 which is delivered to the builder. After all of these are in the builder's hands, he then delivers them to the W.P.B., who in turn will issue the final priority and authorization to build together with the allotment numbers and preference ratings applying to this type of construction.

"It may be noted here that neither of these first two operations have any bearing on the other, that is, the priority is issued without any relation to the method of financing and the eligibility certification is merely the process of the Veterans Administration allotting that portion of the loan that the veteran has applied for, of the total that the veteran may obtain under the G. I. Bill of Rights.

"If a priority is obtained, the building could be erected immediately by the builder providing the builder has some other means of financing the purchase price of the property for the veteran and not have to depend upon the Veterans Bureau and F. H. A. guarantees.

(Continued to page 134)

Kitchen Cabinet HARDWARE STYLED TO SELL



THIS "Profit Packed" line is available in a streamlined matched set. Orders placed now will assure you of delivery for the spring buying season.

Handles, Knobs, Hinges, and Spring Catches—in zinc plated finish, attractively packaged for Quick, Profitable "Over the Counter" Sales—are available on rated orders.

Send for circular showing available products.

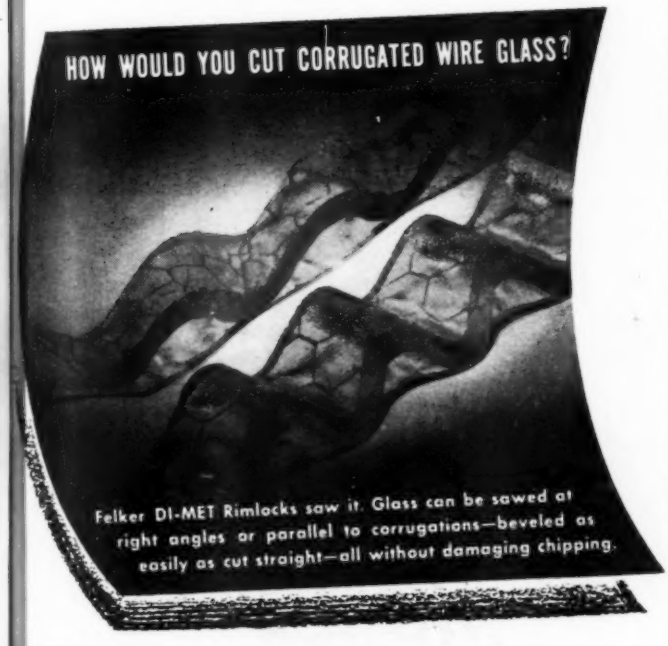
NATIONAL LOCK COMPANY
Builders Hardware Division ROCKFORD, ILLINOIS



FELKER DI-MET Rimlock

DIAMOND ABRASIVE WHEELS

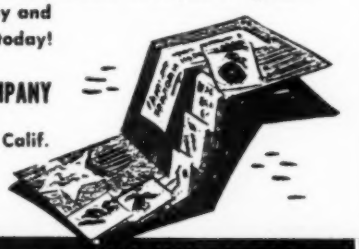
Saw those difficult-to-cut materials the easy way! Diamonds, hardest material known, do the cutting. Metal wheel bodies can't fracture, assure absolute safety! Felker DI-MET Rimlocks quickly, smoothly and safely saw CEMENT-ASBESTOS, CONCRETE, HARD BRICK, TILE, GLASS, SLATE, MARBLE, GRANITE, QUARTZ and other hard, non-metallic materials. No special machines required—use Felker DI-MET Rimlocks on your present masonry saws, circular saws, portable electric equipment or Felker DI-MET cutting machines. Rimlock wheel sizes made from 1" to 36" O.D., arbor holes to suit your requirements. Fast, safe, long-lived, economical!



FREE FOLDERS giving prices, operating information and typical applications of Felker DI-MET Rimlocks sent on request. A postal card with your name, company and address will bring them. Write today!

FELKER MANUFACTURING COMPANY

1118 Border Ave., Torrance, Calif.



MANUFACTURERS OF FELKER DI-MET DIAMOND ABRASIVE WHEELS



There are dozens of profitable

INDUSTRIAL USES FOR TEMLOK

Armstrong's Temlok Insulation Board makes tight clean walls for *foremen's offices, labs and test rooms, halls and corridors.* As a lining for *exterior walls,* it insulates against heat and cold. Temlok is quick and easy to erect and can be reused for *temporary partitions.*

These are only a few of the uses for Temlok in factories and warehouses—jobs that can be sold right now, under current restrictions. Because Temlok boards are big —4′ wide and 7′ to 12′ long—because they're light and easy to saw and nail, Temlok jobs go up fast with minimum labor. Temlok is not only good thermal insulation; it also helps prevent transmission of noise. Temlok can be left unfinished, or it can be painted.

Selling Temlok now not only adds to your current volume—it will promote future business. For full details, samples, and literature, write today to Armstrong Cork Company, 1603 Ross St., Lancaster, Pennsylvania.

ARMSTRONG'S TEMLOK INSULATION

SHEATHING · LATH · BOARD (A) DE LUXE INTERIOR FINISH



It will pay the contractor or architect who places the personal comfort and convenience of his clients first to seriously consider J&C heating equipment when planning furnace installations.

Just look at these many advantages of J&C heating equipment which mean performance plus and complete satisfaction:

J&C gravity furnaces, in sizes from 20" up, assure economical heating without sacrificing efficiency. The J&C (Bertossa) forced air unit burns either oil, gas, or coal—an important consideration in a changing fuel market. J&C units, in sizes from 135,000 to 2,800,000 BTU's, are built for either mechanical or hand firing.

Jackson & Church Co. also manufactures complete winter air-conditioning units with blower, humidifier, and air filters designed in a compact unit.

Now that our military committments have been largely met, J&C heating equipment is available to you. Write us today for the name of your local dealer.

All J&C heating and air conditioning equipment is backed by the engineering skill, experience, and industrial integrity of Jackson & Church Co., founded in 1881.

J&C

JACKSON & CHURCH COMPANY
SAGINAW, MICHIGAN

(Continued from page 132)

"Following the approval of either or both of these applications, a home may then be contracted for and it may be for one to be built or for one already built. This contract must then accompany Veterans Administration forms 1801, 1802, 1803 and 1806, prepared by and filed through the lending institution for the completion of the application for the loan guaranteed by the Veterans Administration.

"Simultaneously, applications to the F. H. A. will have to be made in the customary manner, which will then provide the balance of the funds to pay the total purchase price. Where a building and loan assn. is making the loan for the payment of the construction cost of the home, the F. H. A. application procedure is eliminated and the building and loan assn.'s own procedure for applicants will have to be observed."

* * *

Bell & Gossett Get "E" Award—

ON January 20th, the Army-Navy "E" flag—coveted banner of achievement—was raised over the Bell & Gossett Company plant at Morton Grove, Illinois, in an impressive ceremony. Approximately 1500 people witnessed the honor paid the plant.

The Bell & Gossett Company is the manufacturer of B & G Forced Hot Water Heating Systems, Water Heaters and Pumps. Its war products include heat transfer equipment for the Navy and also tank parts for the Army.

Lt. Colonel F. E. Swanson, Adjutant of District No. 3, 6th Service Command, U. S. Army, presented the "E" Lapel Insignia to two selected representatives of the workers in the factory.



A modernized laundry with a Tile-Tex floor.

USE *Tile-Tex* IN
MODERNIZATION WORK

Today's restrictions on construction still make it possible to use Tile-Tex Asphalt Tile in rumpus rooms, laundries, kitchens, and hallways where the cost of the installation does not exceed two hundred dollars.

You can use Tile-Tex in many of the small remodeling jobs which are so plentiful today. Home owners everywhere are interested in modernizing within today's limitations. Send today for "Floors That Endure" and the name of the nearest approved Tile-Tex contractor.

The Tile-Tex Company CHICAGO HEIGHTS, ILLINOIS



THERE'S a profitable demand for ORANGEBURG PIPE existing right now in today's market—not to mention the enormous demand that will be created by postwar building activity.

You'll find ORANGEBURG PIPE an ideal item to diversify your sales — to replace business lost through low lumber inventories and wartime shortages of other materials. Easy for you to stock and deliver because of its light weight and long lengths. Less loss from breakage. Easy to sell because of its many advantages in installation and service.

ORANGEBURG PIPE with TAPERWELD JOINTS is the modern pipe for house-to-sewer connections, conductor pipe, downspouts, and tight-line drainage. Permanent, watertight joints prevent infiltration and entry of root growth.

ORANGEBURG PERFORATED PIPE is specially designed for septic tank filter beds, farm and muckland drainage, foundation drains. Snap couplings keep pipe in line.

BIG DEMAND FROM NATIONAL CONSUMER ADVERTISING

ORANGEBURG PIPE is consistently advertised in such leading magazines as The American Home, Better Homes and Gardens, Pathfinder, Farm Journal, Successful Farming and in many sectional publications including Rural New Yorker, New England Homestead, Pacific Northwest Trio and others.

ORANGEBURG

The Root-Proof Pipe

WITH 50 YEARS EXPERIENCE IN THE MANUFACTURE OF NON-METALLIC CONDUIT AND PIPE, ORANGEBURG SERVES THE POWER AND LIGHT, TELEPHONE, GENERAL CONSTRUCTION, CHEMICAL, PETROLEUM, PLUMBING AND BUILDING SUPPLY FIELDS WITH ELECTRICAL FIBRE CONDUIT . . . ELECTRICAL UNDERFLOOR DUCT SYSTEMS . . . AND FIBRE PIPE FOR NON-PRESSURE USES.

THE FIBRE CONDUIT COMPANY (AB-3-45)
ORANGEBURG, N. Y.

Please send catalog on ORANGEBURG PIPE.

Name.....

Address.....

City.....

COFFINS FOR HITLER

These massive boxes which contain naval torpedoes are made of the Western Pines. So satisfactory have Western Pines been for boxes and crates used for overseas shipments, that manufacturers of them almost unanimously specify these fine woods.

(OWI PHOTO)



Today, even all-out production of Western Pines is not sufficient to supply all the demands and needs of the Army and Navy. This situation is the reason for Direction 2a to L-335 which commandeers Western Pines for direct war use and temporarily prohibits their sale for general use.

★

WESTERN PINE ASSOCIATION

Yeon Building, Portland 4, Oregon

*Idaho White Pine *Ponderosa Pine *Sugar Pine

*THESE ARE THE WESTERN PINES

STANDARDIZED



Bathe-Rite

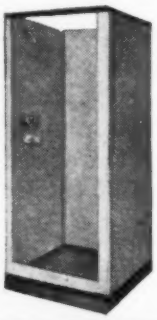
SHOWER CABINETS

Take the GUESSWORK Out of Post-War Bathroom Planning . . . Every architect, builder and home planner will welcome the idea of STANDARDIZED SIZES for "Bathe-Rite" Shower Cabinets — ready to fit your post-war plans when building operations resume.

STANDARDIZED SIZES combine with a wide choice of attractive "Bathe-Rite" designs suitable for installation in every type of home or public building. You can make specific plans NOW with full confidence that "Bathe-Rite" Shower Cabinets will fit these plans exactly. Into each "Bathe-Rite" go many "extra-value" features of design, construction, greater strength, easier installation.

INCLUDE "BATHE-RITE" Standardized Sizes in your forthcoming plans and specifications.

4 Popular Standardized "Bathe-Rite" Models, ranging in size from 32" x 32" x 80". Ask for details and range of measurements.



MILWAUKEE STAMPING CO.
800-S South 72nd Street • Milwaukee 14, Wisconsin

Post-war Rental Units

(Continued from page 93)

war, and the F.H.A. provisions calling for a mortgage on each four-family unit make possible individual structures or groupings to suit almost any available plot. There is, furthermore, a decided inducement to builders to build them for their own investment, since the small but steady yearly income in that form is less subject to severe income tax payments than the profit made from sale of the completed buildings.



GARAGE UNITS for Buchman's four-apartment buildings.

LETTERS—

(Continued from page 7)

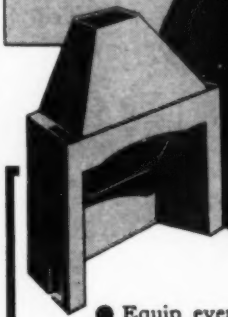
Dirt farmers disagree

To the Editor: The prize winning farm home (January) is beyond the pocketbook of most farmers and too elaborate for 98 per cent of them. Farmers prefer tenant

(Continued to page 138)

A Powerful Sales Feature In the Houses You Build...

HEATILATOR Fireplace Circulates HEAT



● Equip every house you build with this fireplace that circulates heat and cuts fuel bills. It's a powerful sales feature, and it lowers labor costs. No damper or smoke-dome to install . . . no throat or firebox to form . . . less masonry required. Serves as a metal form for any style fireplace, eliminating faults of design that commonly cause smoking.

Write for catalog information today

HEATILATOR, INC.
513 E. Brighton Ave., Syracuse 5, N. Y.

Yours for the asking



This new booklet of valuable hinge information has just been compiled and published by McKinney. It contains detailed diagrams of various types of hinges, important tables of dimensions and clearances, proper type hinges for wood and steel doors, and other hinge data you will want to keep. Your copy is ready. Use the coupon.



Designers and Manufacturers of Quality Hardware Since 1865

McKINNEY MANUFACTURING COMPANY
1400 METROPOLITAN STREET
PITTSBURGH 12, PENNSYLVANIA

Please send me a copy of the new booklet "McKinney Details and Data for Hinges."

Name.....

Company.....

Address.....

.....

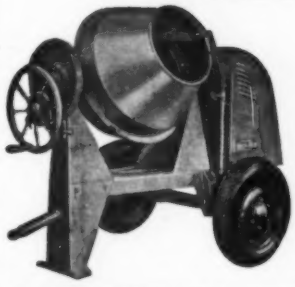
AB *City* *State*

KWIK-MIX MIXERS

Kwik-Mix convertible 10-S Dandie . . . side or end discharge . . . change can be made in the field to suit pouring conditions. Special features are: easily accessible drum drive shaft . . . flow-line discharge chute . . . simplified skip-flow shaker . . . enclosed reduction gear assembly in oil . . . multiple "V" belt drive. Other sizes are 7-S and 14-S Kwik-Mix Dandies.



KWIK-MIX 10-S DANDIE



Kwik-Mix 3½-S Concrete Mixers . . . side or end discharge . . . tilting or non-tilting . . . anti-friction bearings . . . spring mounting . . . high speed trailing . . . welded construction.

KWIK-MIX 3½-S SIDE DISCHARGE TILTER

KWIK-MIX PLASTER–MORTAR MIXERS



Kwik-Mix Non-Tilting 6-P Plaster or Mortar Mixer . . . fast discharge, 7 seconds . . . light weight, only 850 pounds . . . air cooled engine . . . V-belt and worm drive . . . low shoveling height. Also 4 wheel 10-P tilting model.

KWIK-MIX COMPANY
KOEHRING SUBSIDIARY
PORT WASHINGTON • WISCONSIN

Remodeling?

Check the heating equipment

Is the present system overloaded?

Will the building be increased in size and thus increase the heating load?

Will the heating system be zoned?

Is the boiler old and damaged?

Are you converting to automatic firing?

NATIONAL RADIATOR
Boilers, Radiators and Convectors
are the answer and are now available
. . . Write for literature

The NATIONAL RADIATOR Co.
221 Central Avenue, Johnstown, Pa.

OVER 50 YEARS OF SERVICE NRC TO THE BUILDING INDUSTRY

(Continued from page 136)

houses some distance from the owner dwelling, this arrangement offers privacy to the owner and hired help. Submit these suggestions to real dirt farmers and you will find a great majority will agree this is right.—R. E. CREGO, Arcade, N.Y.

Not sorry

To the Editor: I am designing an all concrete house for after the war—100 per cent fireproof. I have had wide experience in concrete work in my 20 years in the construction field.

I am not sorry a bit for signing up for *American Builder* as I wish to state that I get much good information from it.—STEPHEN A. WALKER, Grosse Pointe Park, Michigan.

Army men interested

To the Editor: Of all the magazines on building, *American Builder* keeps me better informed on matters concerning the small contractor and what he will face once again when peace comes to this world. Over here we don't stop when we read the articles; the advertisements are also of great interest.—PFC. CLARENCE CROSS, c/o Postmaster, Seattle, Wash.

* * *

Promote Crawford and Hackathorn

ROBERT Hackathorn has been appointed vice-president and assistant to the vice-president and general manager in charge of administrative operations, the board of directors of the Crawford Door Company, Detroit, Mich., announced recently.

The board also announced the appointment of David Crawford as vice-president and plant manager in charge of manufacturing. E. H. Hahn, vice-president and general manager, signed an announcement to friends of the company.

AUTHORIZED REPRESENTATIVE
for a
NATIONAL SYSTEM
of
TERMITE CONTROL

Why This Proposition Should Interest Alert Building Contractors

First, because the experienced building contractor is the man best qualified to do a thorough job of termite control. A thorough job of termite control involves construction knowledge, and usually demands some structural changes and modifications . . . and is a job of substantial size and substantial profit.

The ANTIMITE system of termite control is a national system that is applied by only authorized operators. It is a complete and thorough system that has national reputation and a background of more than a quarter century.

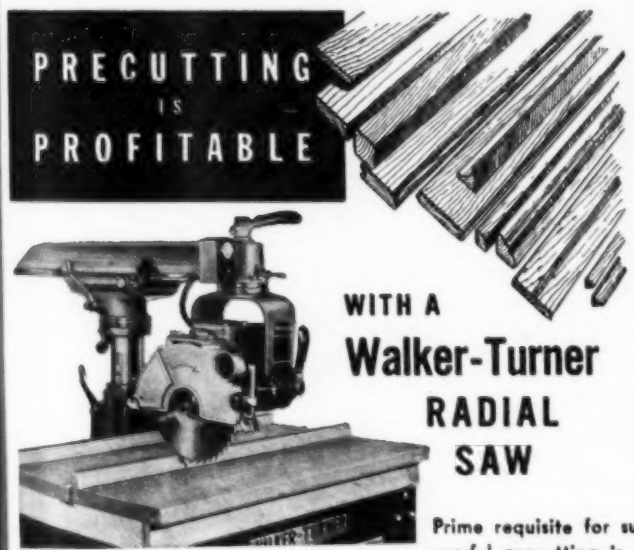
ANTIMITE has representation in many localities. But we are expanding our operation, and in consequence are looking for representatives in many more localities. The representative selected is given exclusive right in his community. He receives our full cooperation in proven business getting plans and instructions in the ANTIMITE system. No investment is required. It is a franchise that is valuable and profitable in itself, and that leads to new contacts and increased construction work.

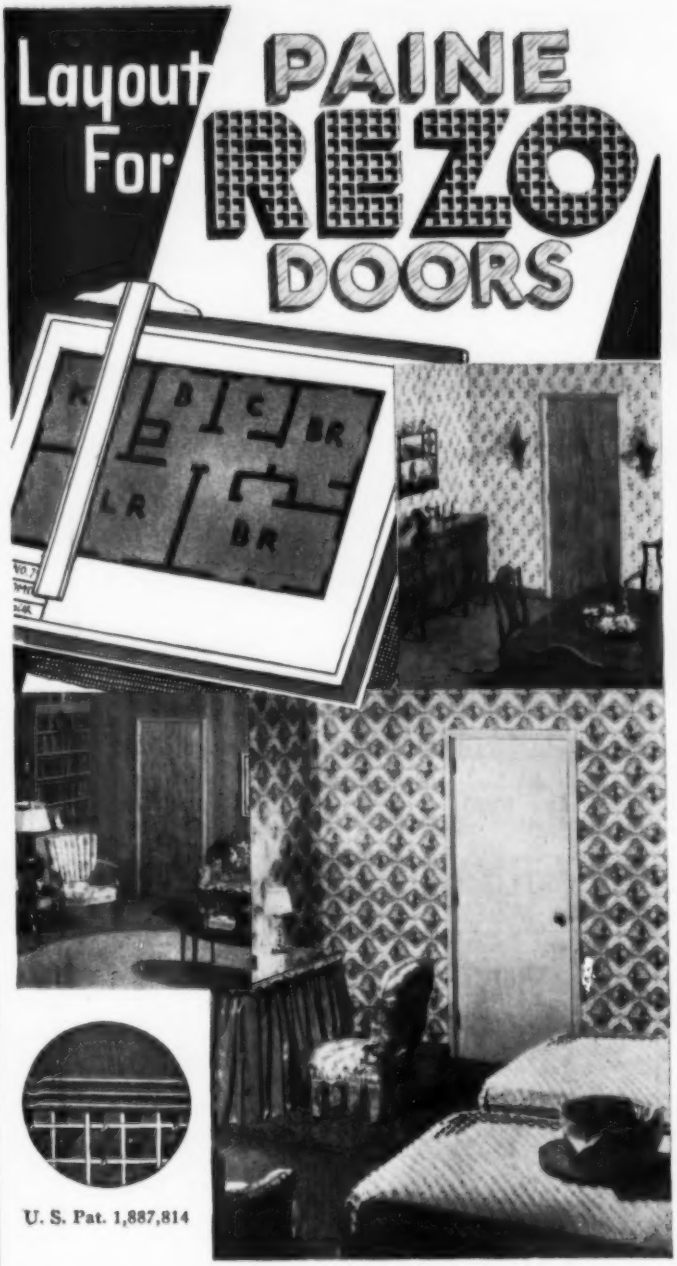
We are inviting inquiries from building contractors who see the prestige and profit for them in becoming the local ANTIMITE representative. A proven record of integrity and progressiveness is required. If you are interested and can meet these requirements, communicate immediately with the address below.

ANTIMITE
A NATIONAL SYSTEM OF TERMITE CONTROL

THE ANTIMITE COMPANY
5137 Southwest Ave. St. Louis 10, Mo.


Majestic
You'll "WARM UP" to the MAJESTIC CIRCULATOR FIREPLACE
. . . and it will warm up for you! Their cold air inlet and warm air outlet grilles circulate heat with furnace-like efficiency. That means a warmer room with less fuel. Majestic Circulator Fireplaces simplify and speed up fireplace installation, are made to fit any mantle design and come in a complete range of sizes. Save on masonry work and take the guesswork out of fireplace construction with Majestic Circulator Fireplaces. You'll want to plan on them for new construction.
The Majestic Co., 979 Erie St., Huntington, Ind.
Building Necessities


PRECUTTING IS PROFITABLE
WITH A
Walker-Turner
RADIAL SAW
Prime requisite for successful precutting is an accurate, rugged power saw, capable of cutting all shapes and sizes of lumber . . . and that's the performance you get with a Walker-Turner Radial Saw!
This versatile, cost-cutting machine crosscuts, rips, dadoes, shapes, routs, tenons and miters . . . on wood, metals, plastics and ceramics. Sliding ram travels 21½", affords clear view of work. Convenient controls provide accurate setting. Write for literature.
Walker-Turner Co., Inc., 1154 Berckman Street, Plainfield, N. J.
walker-turner
MACHINE TOOLS
DRILL PRESSES — HAND AND POWER FEED • RADIAL DRILLS
METAL-CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BELT & DISC SURFACERS


Layout For
PAINE
REZO
DOORS
U. S. Pat. 1,887,814
More attractive interiors at no greater cost
More than any other door, the Paine Rezo adds pleasing beauty to rooms while giving practical and economical help to the contractor-builder. To you, this accurately, prefitted door means easy hanging and faster finishing. It means, too, long, satisfactory service, for beneath its appealing flush surface is the greatest construction job in the entire door industry. The patented Rezo air cell combines light weight with rigid strength, prevents swelling, and minimizes warping. And this leading door adds to your reputation as a designer—for it gives the impression of larger, lighter rooms laid-out for more gracious living. No wonder over one million have already been installed everywhere. Write today for factual bulletin.
Manufactured by the
PAINE LUMBER CO., Ltd. Oshkosh Wisconsin
ESTABLISHED 1853

WAGNER

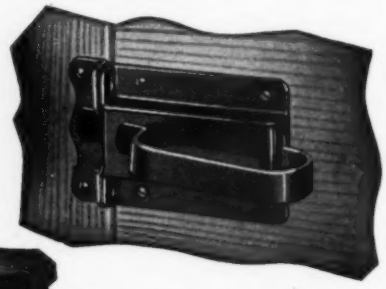
LATCHES THAT CAN BE LOCKED!

DANDY REVERSIBLE No. 847!

FOR SWINGING DOORS—POPULAR PRICED.

Center screw covered by latch bar at all times.

Convenient padlock eye for security.





Furnished with back latch to protect door from damage, from wind, etc.

Here is a quickly installed, economical and efficient latch for swinging doors. Fits right or left hand doors without changing spring. Long latch bar permits space up to 5/8" between door and jamb.

WAGNER MANUFACTURING COMPANY

Dept. AB-345 Cedar Falls, Iowa

VICTOR DISAPPEARING STAIRWAY

Here is the perfect answer to more room—it makes attic space accessible without sacrificing space below. Just like adding an extra room or two. Safe and simple—easy to operate and install—for new or old homes—ceiling heights 7' 4" to 9' 0".

Shipped K. D., with complete instructions.

SOLD THROUGH BUILDING SUPPLY DEALERS



★ MAKES WASTE ROOM USABLE

Qualitybilt WOODWORK REGISTERED

Sliding Window Units . . Basement Sash Units
Front Entrances . . Deluxe Kitchen Units . . Uni-rol Overhead Garage Doors . . Unipak Wood Casements . . Farlo Unique Frames . . Farlo-Vent Ventilators . . Sash . . Doors . . Frames
Screens . . Cabinet Work . . Stair Parts

FARLEY & LOETSCHER MFG. CO.

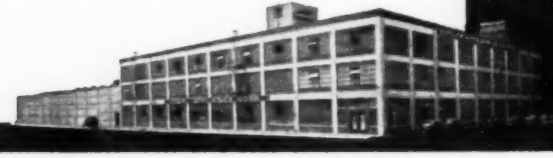
ESTABLISHED 1875 DUBUQUE, IOWA 70 YEARS OF SERVICE

COMPLETE DATA ON A *Complete Line*

Utility Appliances include cooling, heating and ventilating equipment—whatever is needed for virtually all residential, commercial or industrial buildings. Complete catalogs and illustrated folders on this outstanding line will be sent on request.

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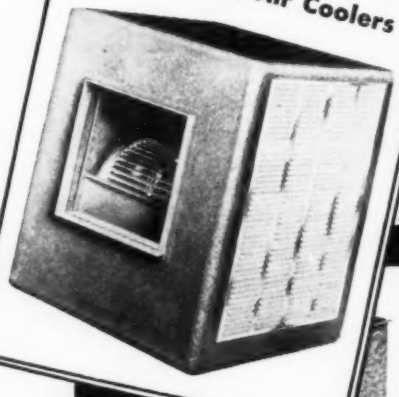
Floor Furnaces



Propeller Fans



Evaporative Air Coolers



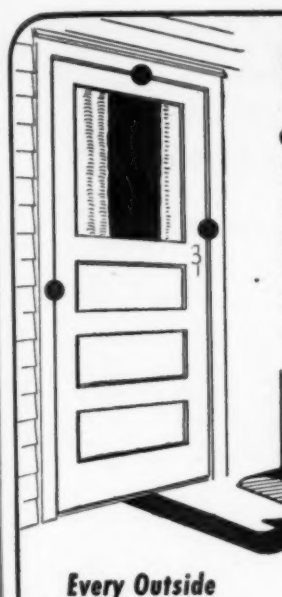
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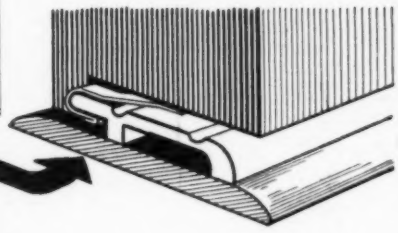
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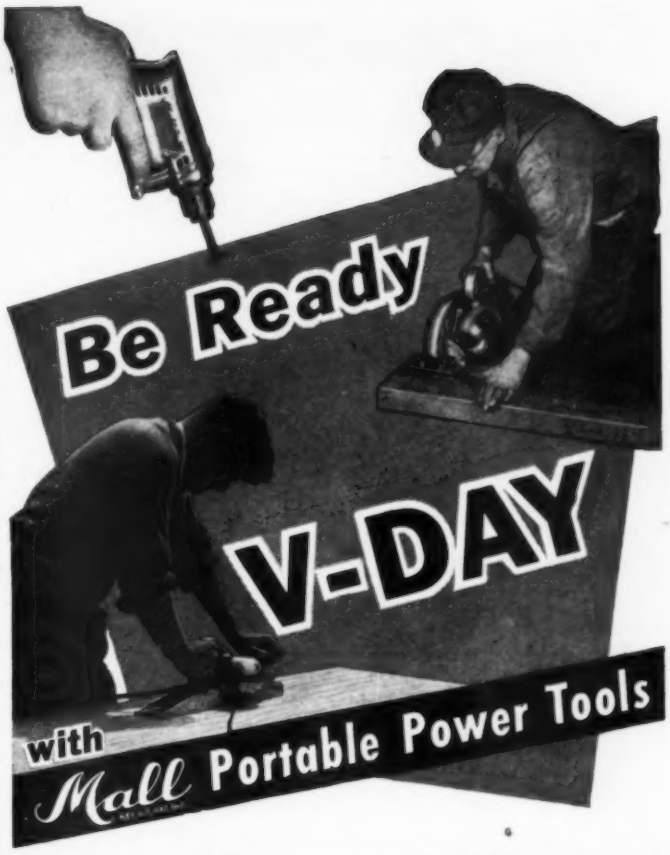
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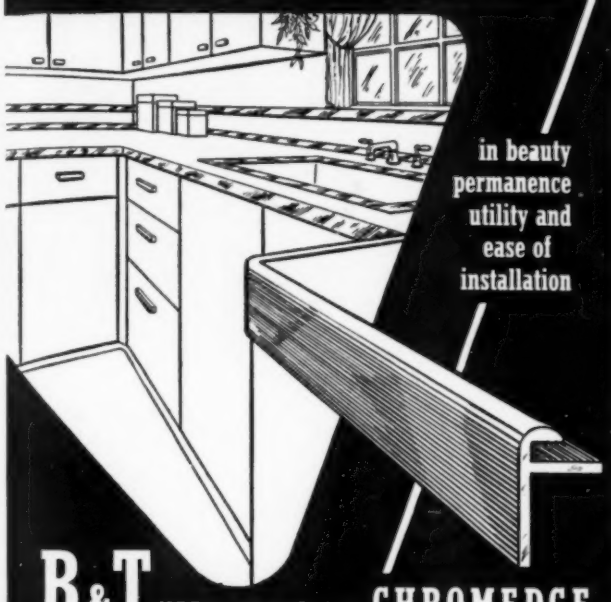
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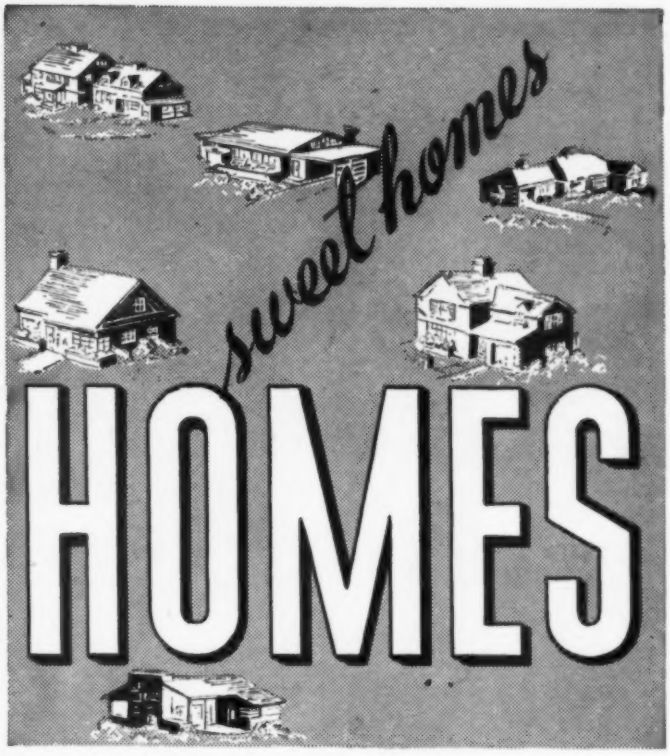
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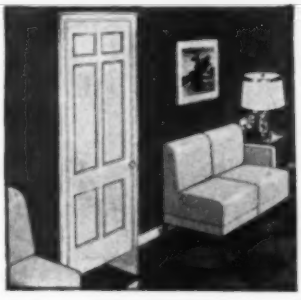
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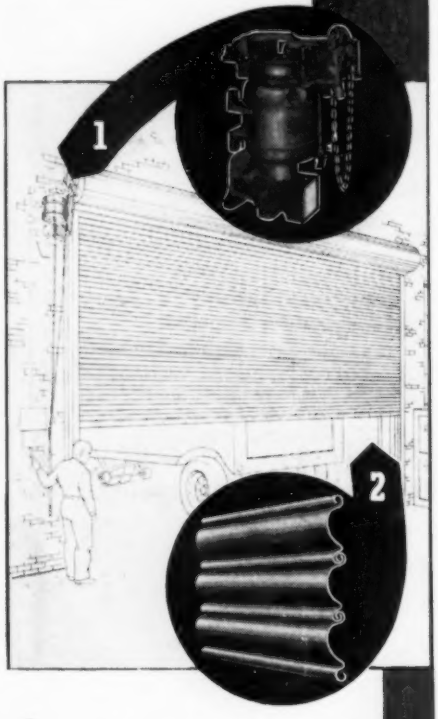
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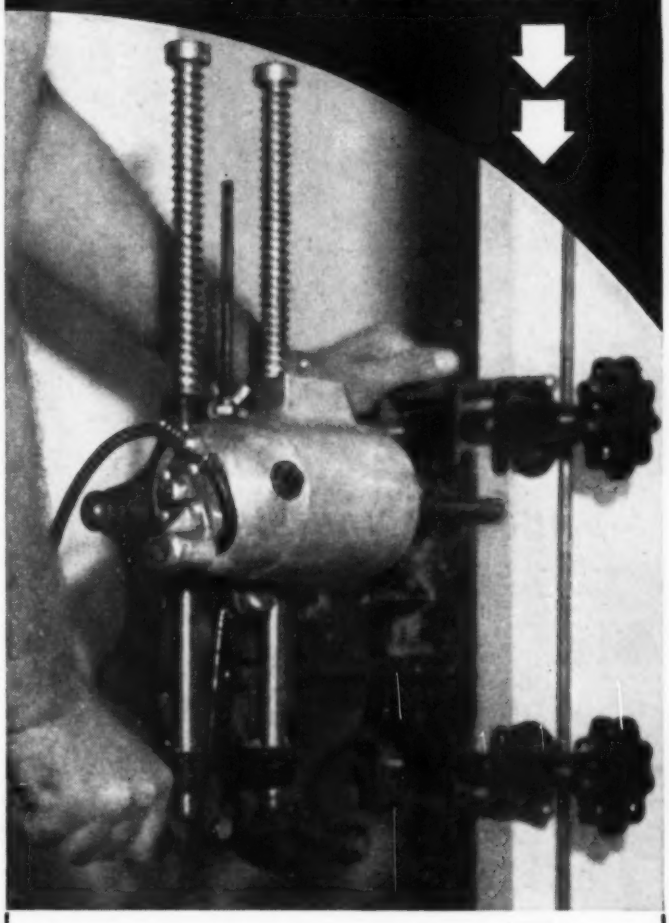


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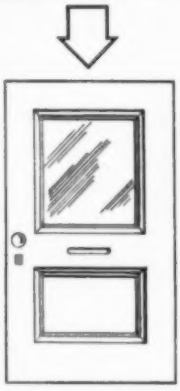
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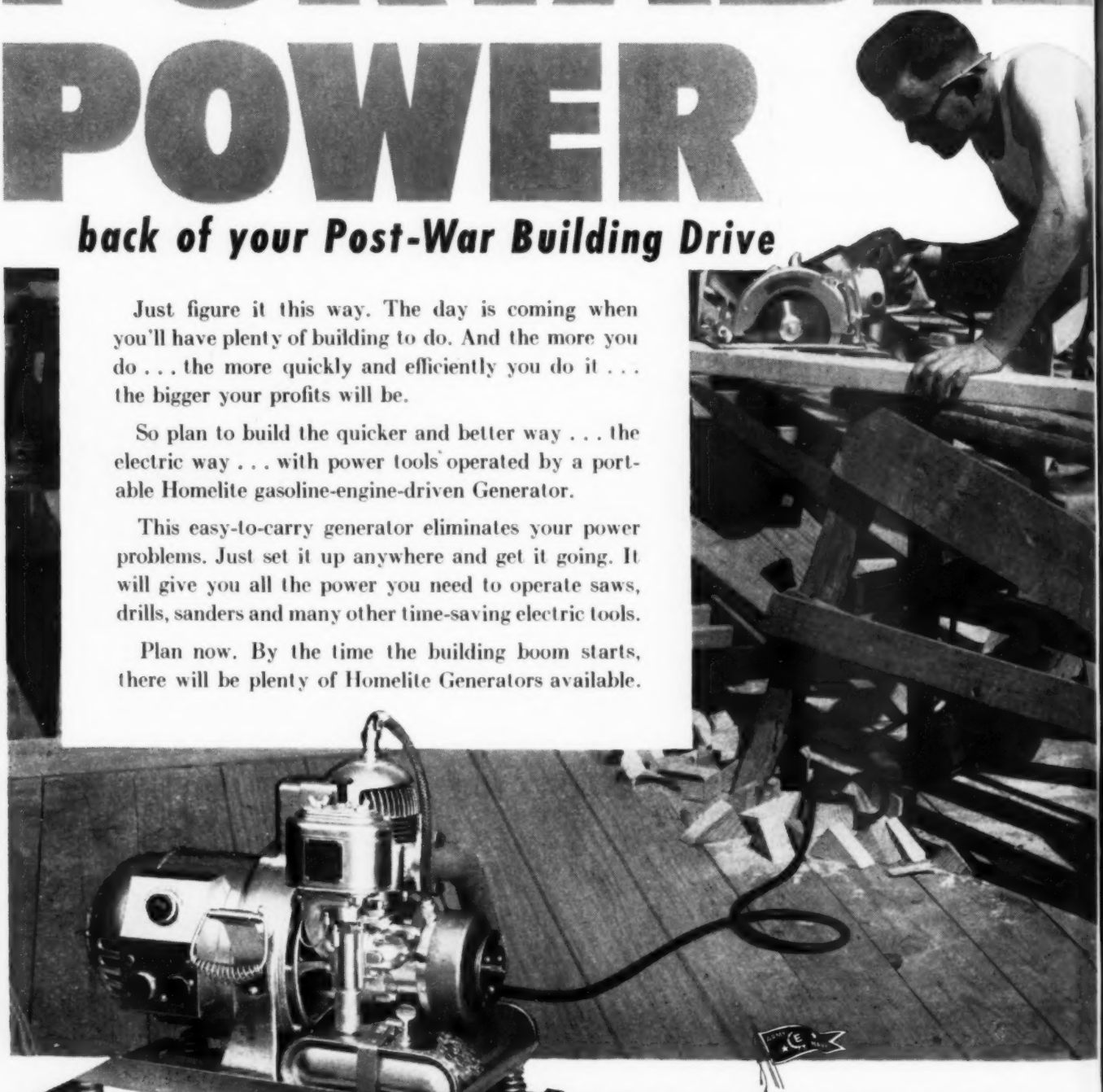
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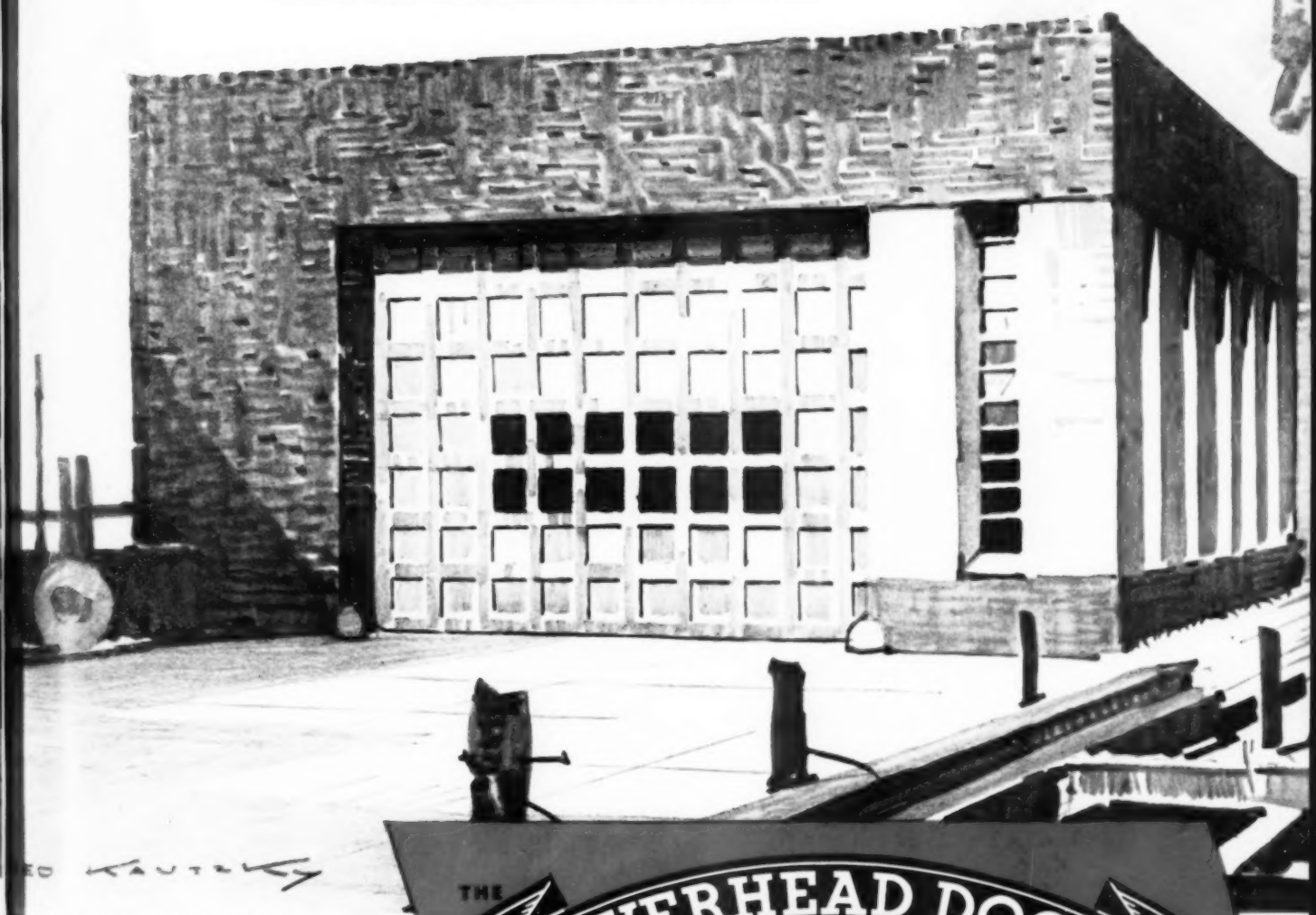
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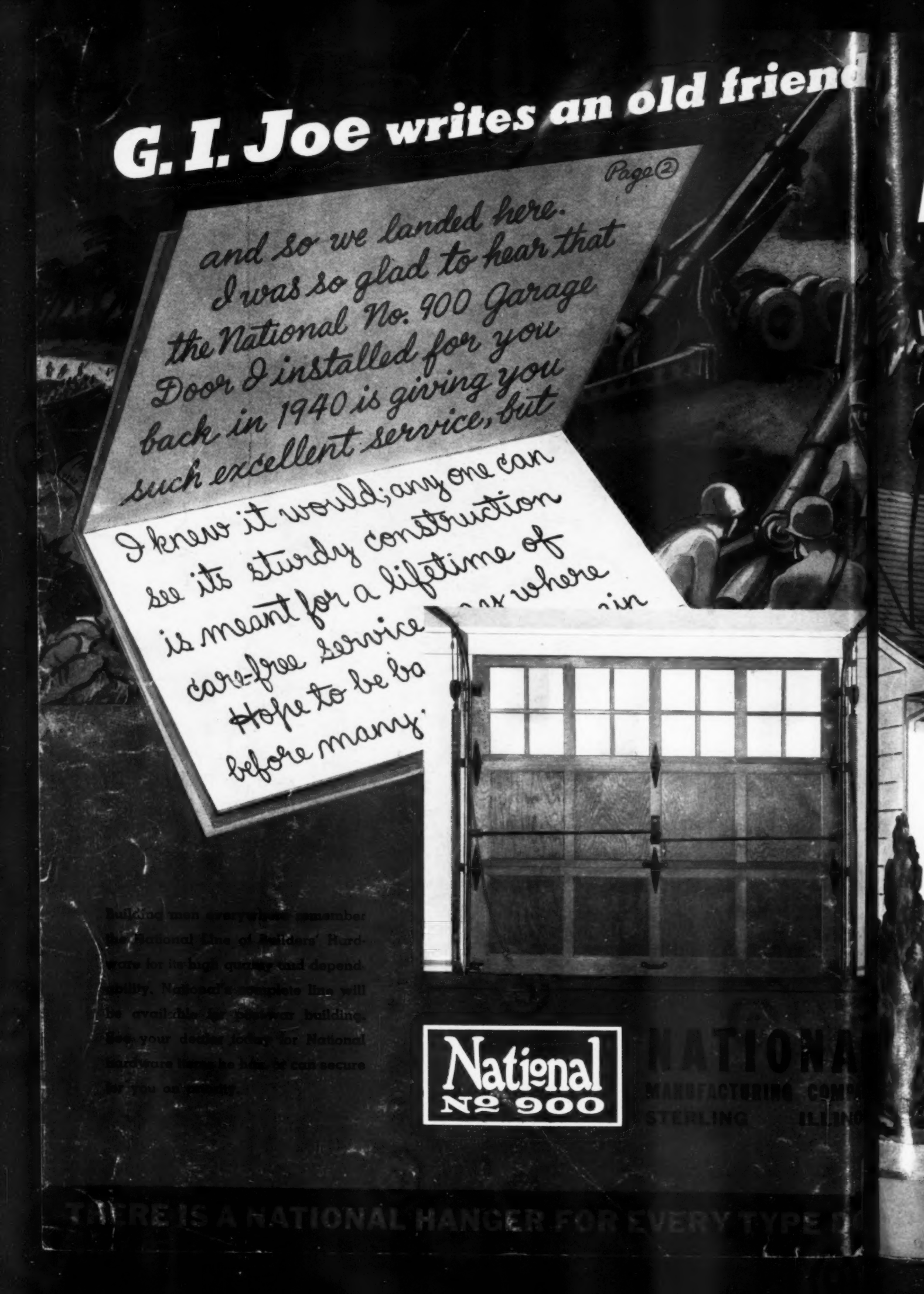
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G. I. Joe writes an old friend

Page ②

and so we landed here.
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Door I installed for you
back in 1940 is giving you
such excellent service, but

I knew it would; anyone can
see its sturdy construction
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